



MOORE COUNTY SCHOOLS  
*Growing to Greatness*

<b>Title:</b>	Assistant Director for Communications or Communications Specialist	
<b>Reports to:</b>	Director for Communications	
<b>Terms of Employment:</b>	12 months	
<b>Salary:</b>	Pay Grade 56-63	
<b>FLSA Exempt/Non-Exempt:</b>	Non-Exempt	

**Qualifications:**

- Bachelor’s degree in communications, public relations, journalism, English, education or related field
- Minimum of two years of experience or training in public relations or journalism
- Any equivalent combination of training and experience that provides the required skills, knowledge and abilities

**Supervises:** None

**Essential Job Functions:**

1. Assists the Director for Communications in managing a range of communications and public relations functions
2. Provides support to district leadership, including principals and senior staff in writing and editing public communications, news releases, School Board documents, scripts, letters from principals to parents, etc.
3. Drives the social media presence for the district with strategic postings to the district’s Facebook, Twitter, and other social media accounts
4. Provides training and support to schools in their social media efforts
5. Supports Director for Communications during crisis events and supporting communications, such as drafting news releases, scripts, statements, monitoring media outlets, staffing media on-site, etc.
6. Assists Director for Communications in coordinating public appearances, activities, communications and presentations for the Superintendent and Senior Staff as requested
7. Assists Director for Communications in managing the school district’s ConnectEd phone messaging system; assists with distribution of emergency and outreach messages
8. Designs, prepares and disseminates web-based banner ads, event program books, flyers, posters, signage, and other miscellaneous promotional or information materials
9. Designs and publishes the school district’s yearly calendar and student code of conduct
10. Maintains the district’s letterhead, business cards and logo files
11. Monitors news publications and other media coverage at local, state and national news and distributes information to appropriate personnel
12. Provides consultation on internal communications as directed
13. Represents the school system in interaction with community agencies and organizations as requested by the Director for Communications
14. Oversees and maintains content of the school district’s website, and trains and supports school-based websites
15. Assists with coordinating Key Communicators committee and district-level Parent Advisory Council
16. Coordinates the district’s Growing to Greatness Award program and all other recognitions at School Board meetings
17. Films, produces and edits the monthly “Superintendent’s Spotlight” series
18. Operates and maintains proper accountability for all equipment in the graphics, photography and videography production area
19. Performs other related work as assigned by supervisor



**Communications Department  
Physical and Cognitive Requirements**

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The major physical and cognitive requirements listed below are applicable to the **Assistant Director for Communications or Communications Specialist** job classification within Moore County Schools.

Work in this classification is considered **light physical work** requiring the exertion of up to 10 pounds of force occasionally and a negligible amount of force frequently or constantly to move objects.

Must be able to:

- operate a variety of equipment including computers, copiers, overhead projectors, and data projectors
- operate a motor vehicle
- compare, interpret, analyze and generate data and apply basic principals of statistics
- listen and communicate effectively in order to gather, convey or exchange information, including giving instructions, assignments or directions to subordinates or assistants
- respond appropriately to inquiries or complaints
- use tact and courtesy when working and dealing with community
- read, comprehend, and prepare various kinds of communication and information including emails, correspondence, reports, articles, proposals, contracts, policies, charts, spreadsheets, curriculum documents, staff development plans, educational forms and data
- write using prescribed formats and conforming to all rules of punctuation, grammar, diction, and style
- speak before groups of people with poise, voice control and confidence
- apply principles of logical, critical, creative or scientific thinking to define problems, collect data, establish facts, and draw valid conclusions
- deal with abstract and concrete variables
- demonstrate and apply common sense understanding to carry out simple instruction and to make simple decisions
- interpret, infer, analyze, synthesize, and evaluate materials, resources, situations and problems to generate options and solutions
- interpret and carry out oral and/or written instructions
- demonstrate continued professional curiosity and growth
- communicate effectively and efficiently in a variety of settings, using appropriate terminology and by telephone and email
- hear, speak, read, record, and explain information, communication, and procedures
- perform basic math functions to understand and interpret data, to balance budgets
- deal fairly with people beyond giving and receiving instructions
- perform under stress, deal with persons acting under stress and displaying emotional distress and adapt when confronted with emergency situations