



NEW:  
01/11/2016

JOB TITLE:	GENERALIST COMMUNICATIONS AND INFORMATION
DIVISION	COMMUNICATIONS AND COMMUNITY RELATIONS
SALARY SCHEDULE/GRADE:	I I/ GRADE 7
WORK YEAR:	260 DAYS
FLSA STATUS:	EXEMPT
JOB CLASS CODE:	8139
BARGAINING UNIT:	CLAS

**SCOPE OF RESPONSIBILITIES**

Provides assistance in implementing and developing programs that increase awareness of key district initiatives within key internal audiences and helps implement a social media strategy targeted towards internal and external groups.

**PERFORMANCE RESPONSIBILITIES & EVALUATION CRITERIA**

- Assists in the development of publications and other materials designed to update and inform all district employees
- Generates articles and other stories that reflect key components of the strategic plan and the core values
- Assists in the organization of key employee events
- Assists in responding to open records request and other media inquiries
- Assists in the development of speeches, talking points, PowerPoints and other materials for use by the Superintendent and other district personnel
- Supervises the development of a social media strategy that supports and promotes district initiatives, producing social media content
- Coordinates the production of district publications to ensure all materials reflect the mission, vision and core values of the district
- Conducts interviews with the media
- Coordinates media interviews for JCPS employees
- Produces content for JCPS videography department
- Performs other duties as assigned by supervisor

**PHYSICAL DEMANDS**

The work is primarily sedentary. The work requires the use of hands for simple grasping and fine manipulations. The work at times requires bending, squatting, crawling, climbing, reaching, with the ability to lift, carry, push or pull light weights.

**MINIMUM QUALIFICATIONS**

- Bachelor's Degree
- Two (2) years of experience writing speeches, news releases, and other internal/external communications
- Two (2) years of experience working directly with members of the media
- Two (2) years of planning and managing internal/external events
- Effective communication skills

**DESIRABLE QUALIFICATIONS**

- Prior experience in an educational institution

