

SALEM-KEIZER PUBLIC SCHOOLS JOB DESCRIPTION

03/21	INTERNAL COMMUNICATIONS SPECIALIST	2.8.33
Effective Date	Job Title	Index

PURPOSE

To improve district positioning and engagement by performing and leading the planning and implementing of internal communications which includes messaging and content for a variety tools and tactics such as reminders, talking points, speeches, training materials, presentations, marketing collateral and digital copy targeting the district's internal audiences. This position is also liaison to school communications and district programs with a goal to create communications ambassadors. The position includes internal audiences in discussions on communications and follows guidance of communications audit on use of effective and appropriate communications channels that build internal relationships, improve internal communications understanding and support, thereby creating buy-in on major initiatives.

SUPERVISION RECEIVED AND EXERCISED

Receives direction from Communications Director and Communications Manager. Methods of performing tasks are largely within the discretion of the employee, who has considerable latitude in devising and applying internal communications methods and management strategies. Work is reviewed to assure compliance to standards and measured results. Exercises functional and technical supervision over assigned project staff. Coordinates the work of support staff.

ESSENTIAL FUNCTIONS OF THE JOB May include, but are not limited to, the following:

Manages internal communications distribution

Manages and hosts internal communications events using platforms such as MS Teams and Zoom

Develops and drives communications framework that engages and inspires employees around the districts mission, leadership principles, activities, and milestones

Creates new, and improve existing, communication channels for driving the messaging framework to reach employees with information they want and care about

Identifies and leads or assigns trainers for communications training programs

Develops presentations for leadership as needed

Supports crisis communications in coordination with the district's emergency operations center

Helps develop internal communications plan as part of the strategic plan, ensuring internal plan is consistent and reflects the organization's strategic vision

Work closely with Community Engagement Specialist, Public Relations Specialist, and communications coordinators on targeted internal initiatives

In coordination with the Capital Projects Public Engagement Manager, ensures internal messaging about bond development processes, information campaigns, or construction programs are consistent with foundational research and the promises made to the community

Raises awareness among district employees of the details and benefits of bond work

Supports ideas with research and experience

Refines core messaging to ensure organizational consistency in all aspects of communication including development, organizing and education

Ensures consistent framing of messages. Edits and revises content, as necessary

Edits, designs, and prints internal publications, including employee newsletter. Suggests what information should be presented to employees

Builds processes to support internal communications editorial planning, calendaring, and publishing

Identifies measurements for all communications related materials and routinely analyze communications performance

Works with Operations Manager to research and propose new and innovative communication tools in the workplace

Crafts clear, factual, and strategic internal communications around various reactive changes to the employee experience

Create and maintain tool kits, processes, and messaging databases for internal communication

Acts as a gatekeeper by injecting logic and care into communications owned by cross-functional teams; Prepare internal messaging and manage approvals with various audiences

Exercises extremely high judgment, particularly in narrow time frames

Earns trust, provide sound counsel, and effectively communicate with a wide range of internal stakeholders

Maintains regular and consistent attendance and punctuality

Performs related duties consistent with job description and assignment

DESIRED QUALIFICATIONS

Knowledge of:

Excellent written and verbal communications skills

Basic HTML skills and experience managing content for the intranet (SharePoint)

Advanced skills on conferencing platforms such as MS Teams, Zoom and GoToMeeting

Skilled at design platforms such as InDesign, Illustrator and Photoshop

Strong project management skills with keen attention to detail

Outstanding relationship-building and customer service skills

Ability to:

Write for culturally diverse audiences and with sensitivity. This includes working with a variety of language translators and interpreters.

Ability to produce and edit video and photography preferred

Passion for storytelling and the ability to research, write, edit, and post content for the company intranet in concert with the web manager and social media platforms in concert with the social media coordinator

Communicate clearly and concisely, both orally and in writing

Establish and maintain effective working relationships with those contacted in the course of work

Experience and Training:

Any combination of experience and training that would likely provide the required knowledge and abilities is appropriate. A representative way to obtain the knowledge and abilities would be:

Experience:

5+ years of communications experience that includes issues management and/or crisis communications

Experience with content management systems such as MailChimp and Constant Contact and messaging for social media platforms

Communications experience in media, internet, technology

Training:

Bachelor's degree in Communications or a related field

Work Environment:

Climate controlled office setting with exposure to minimal noise intensity levels.

Physical Requirements:

Frequent reaching, handling, fingering, talking and hearing. Mobility to work in a typical office setting and use standard office equipment, stamina to remain seated and maintain concentration for an extended period. Hearing and speech to communicate in person or over the telephone. Vision: Frequent near acuity; occasional far acuity. Vision to read printed materials, computer screens and/or other monitoring devices.

Strength: Sedentary/Light – Exert force to 20 pounds occasionally or a negligible amount of force frequently to lift, carry, push, pull or move objects.

Salem-Keizer School District is an equal opportunity employer.