

**BOISE SCHOOL DISTRICT**  
**CLASS SPECIFICATION**  
**COMMUNICATIONS SPECIALIST**

**Purpose of Class**

With authority from the School Board and accountability to the Superintendency for the Boise School District (the “District”) and Boise Public Schools Foundation (the “Foundation”), the Communications Specialist is responsible for leading, directing, creating, publishing and managing public relations with District and Foundation stakeholders, including District staff, and assisting in the overall operation of the District’s and Foundation’s communications strategy in accordance with the purpose, mission, vision, values, and goals as outlined in the District’s Strategic Plan.

**Primary Function**

The principal function of an employee in this class is to create, utilize and distribute communication resources to or for parents, patrons, businesses, governmental agencies and non-profit organizations that facilitate ongoing communication and promote input and support for the benefit of the students and staff of the Boise School District. In collaboration with District employees, the Communication Specialist’s primary job is to implement a program of community relations to develop public awareness and goodwill toward the District and the Foundation. The Communication Specialist assists in building, enhancing and protecting the District’s and Foundation’s image through strategic communications and initiatives that reach external and internal audiences.

**Essential Duties and Responsibilities (will vary by assignment)**

- In collaboration with the District’s Public Affairs Department, Cabinet, Superintendency and the Foundation, develop comprehensive plans and strategies for use in marketing Boise School District’s image to citizens, businesses, industry and media locally, regionally, and nationally;
- Leads and coordinates internal and external communication programs/projects for the District and Foundation including the communications committee (or its equivalent or successor) for the District, the marketing committee (or its equivalent or successor) for Foundation and certain tasks for the Foundation’s Fundraising Committee (or its equivalent or successor);
- Develops issues management strategies for the District and Foundation;
- Assists the Superintendency and Directors in responding to complaints, questions, procedures or Board Policy when appropriate;
- In collaboration with other District staff, creates and coordinates bond and levy election informational campaigns, as needed;
- Creates, manages, coordinates and evaluates District and Foundation social media platforms;
- Performs research and assumes special District and Foundation project management as assigned;
- Performs all work duties and activities in accordance with District and Foundation policies, procedures and safety practices.
- Performs other duties as assigned

**Other Duties and Responsibilities**

- Participates on boards and committees as assigned;
- Serves as a member of the Cabinet of the Boise School District;
- Advises the District’s Legislative Committee as needed.

**Classification Requirements:**

Knowledge of:

- Effective, public relations processes, techniques and evaluations;

- Strategic planning, organizational and leadership techniques;
- District and Foundation policy and procedures;
- Governmental and Community relations;
- Computer software, including Microsoft Office, including Word, Excel, Publisher and other desktop editing software;
- Strong interpersonal interaction including but not limited to verbal and written communication skills;
- Effective communication strategy and techniques;

Ability to:

- Establish and maintain effective working relationships and communication lines with various individuals and groups including School Board trustees, school administrators, staff, Foundation Board, parents, business leaders, community leaders, governmental leaders, and others;
- Use effective listening skills and communication techniques to discuss issues, resolve problems and present effective solutions;
- Utilize community resources for effective public information program activities;
- Prepare clear and concise reports;
- Maintain confidentiality of information processed or prepared;
- Perform duties and responsibilities independently;
- Conduct research and analysis of special projects;
- Respond appropriately to public inquiries and present a positive public image;
- Accurately proofread numerical and text data, accurately type varied documents or other complex material;
- Use logical and creative thought processes to develop solutions according to written specifications and/or oral instructions;
- Perform time management and scheduling functions, meet deadlines, and set project priorities.
- Operate Digital photography/Videography and editing equipment;
- Create and manipulate photos, video images, scripts and other materials of complex documents that contain graphics, forms and scripting objects via appropriate computer software;
- Train staff on effective public relations and oral and written communication skills
- Write using original or innovative techniques or style;
- Define problems, research and collect data, establish facts, and draw valid conclusions

**Acceptable Experience and Training**

- Bachelor’s degree in public relations, marketing or similar field preferred; and
- Effective public relations or similar experience of a minimum of five years; or
- Successful experience developing and producing video, film and audio presentations;
- Demonstrated experience working with news media;
- Ability to write using original or innovative techniques or style;

**Essential Physical Abilities**

- Sufficient clarity of speech and hearing, with or without reasonable accommodation, which permits the employee to discern verbal instructions and communicate effectively on the telephone and in person;
- Sufficient visual acuity, with or without reasonable accommodation, which permits the employee to comprehend written work instructions, review, prepare, and evaluate documents and file them in a prescribed order, and organize documents and materials;
- Sufficient manual dexterity, with or without reasonable accommodation, which permits the employee to operate a personal computer and standard office equipment;
- Sufficient personal mobility, reflexes, and agility, with or without reasonable accommodation, which permits the employee to work at a keyboard for an extended period of time, to reach, stoop, bend and stretch in handling and filing materials, and work in an office environment.

- Occasionally related job tasks may require, with or without reasonable accommodation, stooping, kneeling, crouching and reaching.
- Possess a valid Idaho driver license and operate a motor vehicle.