

**MECHANICSBURG AREA SCHOOL DISTRICT**

**TITLE:** Communications Specialist

**DATE:** April 9, 2024

**REPORTS TO:** Superintendent

**APPROVED BY:** Board of Directors

**SALARY RANGE:** Administrative Range VII

**ASSIGNMENT:** 250 Days per Year  
8 Hours per Day

**JOB SUMMARY:** Support and promote the district’s mission and vision through comprehensive, impactful communications. Areas of leadership and collaboration include general communications, public relations, electronic media, marketing, publications and operations.

**PRIMARY DUTIES AND RESPONSIBILITIES:**

General Communications

- Leads the coordination and execution of timely, accurate, proactive, and relevant communications that achieve the district’s goals of informing and engaging internal and external stakeholders.
- Manages district communications via electronic mediums including a mass notification system.
- Supports buildings with school specific communications efforts.

Publications

- Coordinates the development and distribution of district publications, both internal and external.
- Compiles and maintains print and electronic archives of relevant media coverage and district publications.

Public Relations

- Advises the Superintendent on public relations approaches and strategies.
- Writes press releases, articles, blog content, and other communications.
- Serves as the liaison between the district and media outlets.

Electronic Media

- Maintains the district website, ensuring accessibility for all users.
- Maintains the online district-wide calendar and coordinates the collection of updated information.
- Creates, schedules, posts, and monitors content on district digital communication platforms, including social channels.
- Coordinates live-streaming opportunities and associated advertising for the district.
- Provides regular reports of social and digital media performance against goals.

Marketing

- Coordinates the marketing and promotion of district events and programs.
- Designs, places, and monitors district advertisements.
- Builds, organizes, and maintains an image bank of school events and activities to use on school web pages, in print publications, social media, and other promotional pieces.

## Operations

- Demonstrates understanding of, and abides by, federal, state and local school laws and regulations, mandated programs, policies and administrative regulations relative to communications.
- Develops and manages the financial budget for district communications
- Assists in the coordination, promotion, and execution of district-wide special events as needed.
- Maintains collaborative partnerships with community organizations and updates them on district programming.
- Performs other duties as assigned.

**QUALIFICATIONS:** Bachelor's degree in Public Relations, Journalism, Communications or related field. Five years of experience in the field with experience in public education preferred.

**ESSENTIAL ACCOMMODATIONS:** Position requires sitting, standing, walking or moving throughout the building, often for extended periods of the workday. Must be able to hear (40 decibel loss maximum), verbally communicate and see with near acuity of 20 inches or less and far acuity of 20 feet or more with depth perception, accommodation and field of vision. Performs a variety of duties, able to make judgments and work under high level of stress. Subject to inside environmental conditions. Cell phone required at employee's expense. Employee needs to be available at all times (24/7) as required by the employer. Driver's license is required.