

Tupelo Public School District

	FLSA STATUS: Non-Exempt
JOB TITLE:	Communications Assistant
QUALIFICATIONS:	<p>BA Degree (Communications, Marketing or Related Field preferred)</p> <p>Prior successful job related experience in communications, marketing or journalism</p> <p>Portfolio: Recent samples to demonstrate job experience and ability to perform job requirements (newsletters, written articles, graphic designs, etc.)</p>
REPORTS TO:	Director of Communications
JOB GOAL:	Supports the communication efforts of the district.

PERFORMANCE RESPONSIBILITIES:

1. Demonstrates excellent writing skills for creating news releases, newsletters, and other educational articles.
2. Coordinates the planning, production, and distribution of district publications, internal and external, as deemed necessary by the Director of Communications.
3. Develops, produces, and edits high quality videos for recruitment and promotional purposes.
4. Works with media (print, radio, and television) to provide information and to promote a good relationship between the schools and the media, and to promote a positive image for the district.
5. Maintains open lines of communication with all community organizations and provides prompt responses to requests from the public information department about the district, its policies, and its programs.
6. Consults with individual schools to support school level communication.
7. Compiles and files all publicity articles from local media outlets.
8. Works closely with administration and staff to publicize school and district events in the media by organizing press conferences and meeting with members of the media.
9. Coordinates district-level web page updates and uploads data to district web page.
10. Orders promotion-related material, including promotional items, brochures, flyers, and all print related material; completes processing and filing of purchase requisitions.
11. Assists with mailings and other distribution of district-level publications.
12. Assists with the creation of Microsoft PowerPoint presentations for various projects.
13. Assists with the graphic design and lay-out of brochures, newsletters, fliers, and handouts.
14. Develops databases, spreadsheets, and other programs for various projects.
15. Designs and prints certificates, invitations, note cards, and other print materials.
16. Produce updated photos for each school at least once every two months to use for the website and or any communications needs for the district.
17. Produce updated videos for each school at least once every two months to use for the website and or any communications needs for the district.
18. Produce video series to a specific school every month, along with any additional media needed to market it. (this series would change to other projects over time)
19. Produce any media needed for communications dept.
20. Produce updated photos and videos for athletics page.
21. Help keep the website up to date with any media needs.
22. Help in the designs of any media needed for the district such as; website, logos, magazine

advertisements, athletics, etc.

23. Provide help with organizations associated with the district in the development of advertising and pushing out appropriate and helpful tools to showcase them across our district.
24. Help in the designs of any media needed for the district.
25. Producing photos/videos for TPSD events from parents/students perspective that could be an outreach tool.

REQUIRED ABILITIES:

1. Exceptional organizational skill including planning and time-management skills.
2. Ability to perform secretarial and administrative assistance duties.
3. Prepares reports by gathering and organizing data from a variety of sources.
4. Communicates effectively both orally and in writing; writes news release utilizing existing formats.
5. Operates computer programs such as word processing database and/or e-mail software.
6. Demonstrate excellent English, verbal and written language skills.
7. Works independently.
8. Performs and prioritizes completion of multiple projects and assigns priorities.
9. Researches, reviews, checks, corrects, and compiles a variety of information; verifies data for accuracy.
10. Expertise in script writing, camera operations, non-linear video editing, FTP procedures, and other necessary production procedures.

PHYSICAL DEMANDS:

1. Lift, carry, push and/or pull items up to 30 pounds.
2. Communicate with the public, staff, etc. both in person and on the telephone.
3. Read a variety of visual materials.
4. Use close vision, color vision, and adjust focus visually.
5. Utilize a video display terminal for prolonged periods.
6. Bend, kneel, twist, crouch and walk.
7. Stand for extended periods of time.
8. Possess dexterity of hands and fingers to operate a computer keyboard.

TERMS OF EMPLOYMENT: Twelve months, full time employee (240 day full time employee)

EVALUATION:

Performance of this position will be evaluated in accordance with provisions of the Board's policy on Evaluation of Support Services personnel.

Approved By:		Date:	
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