

**Job Title:** Senior Communications Specialist **Wage/Hour Status:** Daily, Exempt  
**Reports to:** Executive Director Community Engagement **Pay Grade:** 105  
**Dept. /School:** Community Engagement **Date Revised:** January 22, 2021

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**Primary Purpose**

Assist in developing, writing, editing and distributing communication needs of the department and District, as well as promotion of special projects and initiatives. Responsible for assisting with the creation and implementation of public relations initiatives and special events. Work to achieve immediate and long-range goals of the District.

**Qualifications**

**Education/Certification**

Bachelor’s Degree in Public Relations, Communications or related field  
Valid Driver License

**Special Knowledge/Skills**

- Working knowledge of AP writing style, websites, databases and social media
- Excellent writing, proofreading, editing, and desktop publishing skills
- Ability to write for publications and/or radio and television
- Ability to perform a variety of tasks on short notice or with minimal direction
- Ability to meet established deadlines
- Ability to work effectively with District personnel and the community
- Strong public speaking and media relations skills

**Experience**

Five (5) years’ experience in journalism, public relations or communications

**Major Responsibilities and Duties**

1. Coordinate special projects as assigned by Executive Director of department. Maintain a professional level of confidentiality in office regarding sensitive personnel, parent and student matters.
2. Work with outside agencies, school sites, and departments on a variety of projects; provide excellent customer service and develop and maintain professional relationships with the press, business representatives, community members, and district staff; respond to phone calls, e-mails, letters, and other communications; lift light objects.
3. Assist with staff writing needs for internal and external communications, including social media, website and media relations.
4. Assist in the promotion of the EPISD and its goals to internal and external audiences through various means of communication.
5. Assist with writing, editing stories for internal and external mediums, including district brochures, pamphlets and other informational and promotional material.
6. Work in conjunction with supervisors and department staff to develop videos and broadcast programs that are creative and exemplary in content and production values.
7. Assist the department in producing messages and photos for the district’s social media and assist in managing the district’s social media
8. Assist the department in the recognition of students, employees, administration, board members, and community members for accomplishments relating to the district.
9. Assist in the development and implementation of communication initiatives that promote the District’s vision, goals, and objectives.
10. Provide creative, organized, and engaging written material with attention to detail and proper language usage.
11. Execute and provide written communication projects, meeting assigned deadlines.
12. Assist with the logistics and implementation of public relations initiatives and events.
13. Perform other duties as assigned by supervisor.

**Supervisory Responsibilities**

Supervise assigned personnel

**Equipment Used**

Standard office equipment including personal computers and peripherals, cameras, video recording devices, and desktop publishing software

**Physical and Mental Job Requirements**

**Mental Demands/Physical Demands/Environmental Factors**

Prolonged sitting, occasional hand motions including frequent keyboard use, occasional reaching/bending/stooping. Work with frequent interruptions; maintain emotional control under stress. Occasional light lifting and carrying (less than 15 pounds).

**Terms of Employment**

226 days; hourly rate to be established by the Board of Trustees

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The foregoing statements describe the general purpose and responsibilities assigned to this job and are not an exhaustive list of all responsibilities and duties that may be assigned or skills that may be required.

Approved: \_\_\_\_\_

Job Title: \_\_\_\_\_

Date: \_\_\_\_\_

Approved: \_\_\_\_\_

Job Title: \_\_\_\_\_

Date: \_\_\_\_\_

My supervisor has reviewed this job description with me and has provided me a copy.

Employee: \_\_\_\_\_

Date: \_\_\_\_\_

The El Paso Independent School District does not discriminate in its educational programs or employment practices on the basis of race, color, age, sex, religion, national origin, marital status, citizenship, military status, disability, genetic information, gender stereotyping and perceived sexuality, or on any other basis prohibited by law. Inquiries concerning the application of Titles VI, VII, IX, and Section 504 may be referred to the District compliance officer, Rosa Ramos at 230-2031; Section 504 inquiries regarding students may be referred to Kelly Ball at 230-2856.

El Distrito Escolar Independiente de El Paso no discrimina en los programas de educación o en prácticas de empleo usando el criterio de raza, color, edad, sexo, religión, origen nacional, estado civil, ciudadanía, estado militar, discapacidad, información genética, estereotipo sexual o sexualidad percibida, u otra práctica prohibida por la ley. Preguntas acerca de la aplicación del título VI, VII o IX, y la Sección 504 pueden ser referidas al oficial del distrito, Rosa Ramos at 230-2031; preguntas sobre 504 tocante a estudiantes pueden ser referidas a Kelly Ball al 230-2856.