

Job Title: Communication Specialist Branding	Wage/Hour Status: Exempt
Reports to: Chief Communications Officer	Pay Grade: 102
Dept./School: Communications	Date Revised: October 30, 2024

Primary Purpose

Assist in development, creation and distribution of District marketing, branding and design for all District communications, including digital and print media, website and logos. Work to achieve immediate and long-range goals of the District.

Qualifications**Education/Certification**

Bachelor's Degree in Graphic Design, Marketing, Art or a related field from an accredited university
Valid Texas Driver License

Special Knowledge/Skills

- Knowledge of Desktop Publishing Tools, including Photoshop, Adobe Illustrator.
- Strong knowledge of brand development with a focus on school and school-campaign branding
- Understanding of multimedia design
- Ability to create designs, concepts and sample layouts for print and digital material
- Ability to effectively communicate

Experience

Five (5) years' experience in graphic design or branding

Major Responsibilities and Duties

1. Coordinate special projects as assigned by the Executive Director.
2. Maintain a professional level of confidentiality in office regarding sensitive staff, parent and student matters.
3. Work with outside agencies, campuses, and departments on a variety of projects.
4. Provide excellent customer service while developing and maintaining professional relationships with the press, business representatives, community members, and District staff.
5. Respond to phone calls, e-mails, letters, and other communications.
6. Responsible for creation of branding materials for internal and external communications, including social media, website and media relations.
7. Determine appropriate size and arrangement of illustrative materials.
8. Mark-up, paste and assemble final layouts for printer and production processing
9. Assist in the promotion of District goals through various means of communication.
10. Serve as lead designer for District-wide promotional materials, working in conjunction with supervisors and staff to produce creative marketing and branding media.
11. Assist with logistics and implementation of public relations initiatives and events.
12. Assist in support of content and updating of campus websites.
13. Work with campus webmasters to keep campus websites current.
14. 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

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

Terms of Employment

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

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, at 230 -2031; Section 504 inquiries regarding students may be referred to 504 Coordinator 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, al 230-2031; preguntas sobre 504 tocante a estudiantes pueden ser referidas al oficial de 504 al, 230-2856.