



Kalamazoo Regional Educational Service Agency Job Description

Job Title: Communications Specialist
Reports To: Director of Human Resources and Communications
FLSA Status: Non-exempt
Prepared By: Human Resources
Approved By: N/A
Prepared Date: 03/2014
Last Revised Date: 01/2016

Summary:

Work independently providing the community, students' parents, educators and staff with information about Kalamazoo RESA goals and services by performing the following duties.

Essential Duties and Responsibilities:

- Responsible for developing and distributing internal and external publicity for KRESA or assigned district related activities
- Prepare and provide media to media representatives (newspaper, cable TV, radio, web sites, etc.) and other persons who may be interested in learning about or publicizing KRESA's or assigned district's activities or message
- Attend meetings as needed including the Board of Education meetings
- Travel to KRESA sites to provide for each site's public information needs
- Represent district at public events and on community committees
- Provide communications support to collaborative initiatives with other community organization.
- Review and approve work which carries KRESA logo and branding
- Assist in planning of KRESA staff functions and special events
- Write and update newsletters, publications and flyers
- Maintain inventory of newspaper articles pertaining to education
- Research, order and maintain inventory of promotional/marketing items
- Assist with organizational photography needs
- Design and maintain public displays in common areas of Service Center
- Assist with fund development for the KRESA Foundation
- Assist local districts with planning and implementing county-wide events e.g. Excellence in Education Awards, Significant Teacher Awards, etc.
- Regular and consistent attendance
- Other duties as assigned

Must have knowledge of and comply with the policies and procedures contained in the Kalamazoo RESA handbook.

Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience:

- Associate's degree. Advance level skills with technical writing for publication.
- Knowledge of word processing software, spreadsheet software, design software, presentation software and equipment, website content-management systems and social media
- Knowledge of public education, the news media, local government, and related political processes

Certificates, License, Registration:

None noted

Other Skills & Abilities:

Excellent writing and editing skills with experience writing in a variety of formats and styles for multiple audiences and platforms.

Effectively present information in front of groups and engage audience

Ability to communicate effectively including listening

Keep administrator abreast of activity

Works in a team oriented fashion

Ability to seek out, prioritize and evaluate new ideas and opportunities.

Ability to work independently

Ability to efficiently use computer and applicable software

Ability to problem solve

Ability to read, analyze and interpret data

Ability to write reports and generate correspondence

Maintains confidentiality

Displays willingness to support and make decisions with sound judgment in timely manner

Adapts to frequent changes in the work environment

Uses equipment and materials properly

Practices safe work habits

Supervisory Responsibilities:

This job has no supervisory responsibilities.

Physical Demands:

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The employee is frequently required to reach with arms and hands, stand, walk and sit. The employee must frequently lift and/or move up to ten pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, depth perception and ability to adjust focus.

Work Environment:

The noise level in the work environment is usually quiet.

The employee shall remain free of any alcohol or nonprescribed controlled substance in the workplace throughout his/her employment in the District.

It is the policy of Kalamazoo Regional Educational Service Agency that no discriminating practices based on gender/sex, sexual orientation, race, religion, height, weight, color, age, national origin, disability or any other status covered by federal, state or local law be allowed during any program, activity, service or in employment. The following position at Kalamazoo RESA has been designated to handle inquiries regarding the nondiscrimination policy. Human Resources Director, Tom Zahrt; Assistant Superintendents: Margaret McGlinchey & Laurie Montgomery. Contact information: 269-250-9200, 1819 E. Milham Avenue, Portage, MI 49002.