GREGORY-PORTLAND INDEPENDENT SCHOOL DISTRICT JOB DESCRIPTION

Job Title: Communications and Engagement Administrative Specialist

Wage/Hour Status: Nonexempt

Reports to: Executive Director of Communications and Community Engagement (EDCCE)

Clerical Paraprofessional Pay Grade: 7 (226 Days)

Dept./School: Central Administration | Comm. & Eng. Office

Date Revised: 08/20/2025

Primary Purpose:

Ensure the efficient operation of the Executive Director of Communications and Community Engagement and the Office of Communications & Engagement through high-level administrative, organizational, and communications support. Provide clerical and content-related services to the supervisor and other team members in a collaborative, proactive, and fast-paced work environment. Work under general supervision and handle confidential information while frequently engaging with district employees, outside agencies, and the public.

Support and coordinate engagement opportunities for families and the community, ensuring alignment with brand standards, communication strategies, and district goals. Assist in preparing, posting, and distributing content for internal and external audiences as directed.

Qualifications:

Education/Certification:
High School diploma or GED
Associate's degree preferred
Bachelor's degree in Communications, Journalism, or related field preferred

Special Knowledge/Skills:
Commitment to fostering a positive, proactive culture for team, district, and community
Proficient file maintenance skills
Knowledge of school district organization, operations, and administrative policies
Excellent organization, communication, and interpersonal skills
Ability to use a personal computer and software to develop spreadsheets, databases, and conduct word processing
Proficient in writing, proofreading, and editing for clarity and professionalism
Ability to assist with script writing for events and video projects
Ability to interpret statistical analysis of various data, including surveys, focus groups, committee feedback, and financial reports
Ability to interpret and present statistical analysis of various data, including surveys, focus groups, committee feedback, and financial reports
Proficiency with social media platforms, website content management systems, and graphic design software (e.g., Canva, Adobe Creative Suite)
Basic photography skills or knowledge of photography/videography preferred
Bilingual, preferred

Experience:
Proven trustworthy with confidential information as required by law and/or other sensitive information
2+ years' experience, preferably in a public education environment, communications office, or fast-paced work environment
Experience providing communications or marketing support, including assistance with graphic design, script writing, and photography/videography
Prior experience in the executive office of a public school district or other entity

Major Responsibilities and Duties

Records, Reports, and Correspondence

1. Assist the Executive Director in the creation and release of internal and external communication materials using notification systems and software for email blasts, text messaging, e-newsletters, etc., and via non-electronic means, including postal mail, signage, etc.

2. Write, edit, and proofread copy daily, and generate content for district publications/public distribution.

3. Ensure all district communications, publications, and visuals adhere to established brand guidelines and reflect the district's mission, vision, and values.

4. Prepare presentations and documents for meetings and events as assigned.

5. Manage the district's template-based website and keep content up-to-date, current, and accurate. Train and assign staff to use the website and support campus/team needs related to the website.

6. Proactively monitor and engage on district social media platforms to highlight positive stories, respond to inquiries, and address misinformation in alignment with district policies.

7. Plan and implement small-scale district events and meetings as assigned, including, for example, Groundbreakings, Ribbon Cuttings, community tours/visits/meetings, etc.

8. Plan and implement large-scale district events and meetings as assigned and in collaboration with team, including, for example: State of the District, Teacher of the Year, Groundbreakings, Ribbon Cuttings, community tours/visits/meetings, etc.

9. Assist with the planning, coordination, and production of student and employee feature stories, including gathering content, assisting with script writing, coordinating interviews or photo/video sessions, and ensuring timely publication or posting.

10. Review and approve content for tone, accuracy, and consistency prior to publication or distribution.

11. Monitor media coverage, social media mentions, and community sentiment to identify potential reputation risks and promptly alert the Executive Director with recommended responses.

12. Maintain positive relationships with the media and work proactively under the direction of the Executive Director to inform and respond to the media in a timely manner when needed/requested.

13. Assist in implementing the district's crisis communications plan to ensure messaging protects the district's image, maintains public trust, and aligns with brand standards.

14. Maintain documents and database for the G-P Education Foundation and perform other duties to support the foundation as assigned by the Executive Director.

15. Assist the Executive Director in ensuring compliance with election laws, Board policy, and advocacy efforts in support of public education.

16. Ability to follow verbal and written directions.

17. Prepare correspondence, memoranda, and reports as required.

18. Maintain event supply inventory and coordinate ordering/distribution of promotional items.

19. Support and coordinate Board Recognitions

Reception and Phones

20. Effective in multitasking, greeting visitors, answering phones, and returning messages.

21. Greet visitors, answer phones, return messages, and respond to routine inquiries; refer matters to the Executive Director as needed.
22. Coordinate media requests through the Executive Director or other designated personnel.
23. Schedule appointments and maintain the Communications team calendar.

Accounting

24. Assist with the preparation of purchase orders and payment authorizations.
25. Manage financial transactions for the G-P Education Foundation.
26. Support budget entry.
27. Oversee departmental budget to confirm programs operate within approved resources and funds are used responsibly.
28. Prepare budget proposals and cost projections aligned with documented program requirements

Event and Project Support

29. Support the development, implementation, and tracking of marketing and outreach campaigns for district programs, events, and initiatives to measure impact and reach.
30. Assist with planning and execution of district and community events, including preparation of materials, volunteer coordination, photography/videography support, and follow-up communications.
31. Capture and curate high-quality images and video to support strategic storytelling, marketing goals, and brand identity.
32. Maintain event supply inventory and ensure promotional items are ordered and distributed as needed**.**
33. Represent the district at community, business, and partner events to strengthen brand visibility and cultivate positive public relationships.

Policy, Reports, and Law

34. Help the Superintendent, Executive Director, and/or designee(s) develop and publicize reports and information related to family and community engagement as tied to district goals.
35. Implement policies established by federal and state law, State Board of Education rule, and local board policy in the area of public information.
36. Participate in periodic reviews of brand use across departments, campuses, and vendors to ensure consistent application and quality control.

Other

37. Attend regular school board meetings each month, and special called meetings when assigned/needed, to serve as district photographer during board recognitions as well as to record video footage and/or photos for the purpose of communication efforts on behalf of the Superintendent and School Board.
38. Attend special events outside of regular work hours as required/requested.
39. Assist with the organization and management of routine work activities.
40. Maintain a positive and cooperative working relationship with colleagues and others.
41. Support and facilitate meetings as needed and support internal/external events.
42. Complete various clerical responsibilities including filing, photocopying, processing, sorting and distributing mail, and data entry.

43. Maintain confidentiality of information.
44. Follow District safety protocols and emergency procedures.
45. Has regular in person attendance and complies with notification procedures for absences.
46. Perform other duties as assigned.

Supervisory Responsibilities

None.

Mental Demands/Physical Demands/Environmental Factors

Tools/Equipment Used: Standard office equipment, including personal computer and peripherals

Posture: Prolonged sitting; occasional bending/stooping, pushing/pulling, and twisting

Motion: Repetitive hand motions; frequent keyboarding and use of mouse; occasional reaching

Lifting: Occasional light lifting and carrying (less than 15 pounds)

Environment: Frequent districtwide travel; occasional statewide travel

Mental Demands: Work with frequent interruptions; maintain emotional control under stress

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This document describes the general purpose and responsibilities assigned to this job and is not an exhaustive list of all responsibilities and duties that may be assigned or skills that may be required.

Received by: _____ Date: _____