

<b>Job Title:</b>	Communication Specialist	<b>FLSA Status:</b>	Non-exempt
<b>Agency:</b>	CESA 5 or Hiring CESA	<b>Reports To:</b>	Director
<b>Department:</b>	Wisconsin Rtl Center		
<b>Prepared By:</b>	Beth Helmueller-Perkins	<b>Prepared Date:</b>	December 2012 June 2017 (updated)
<b>Approved By:</b>	Kathy Ryder	<b>Approved Date:</b>	March 2013

## SUMMARY

Under the direction of the Director and with the guidance of the Communication Coordinator, develop and support internal and external communication projects to ensure high quality deliverables, timely delivery, and consistent messaging to audiences.

## ESSENTIAL DUTIES AND RESPONSIBILITIES

Include the following, as well as compliance with all organizational policies and procedures. Other duties may be assigned.

- Prepare, write, and edit variety of original print communications such as press releases, annual report, flyers, pamphlets, and other formal communications for the purpose of keeping staff, the Wisconsin Department of Public Instruction, school districts, CESAs, and other stakeholders informed of Center activities.
- Maintain the organization's websites and implement website changes. Actively provide suggestions and monitor websites for ease of use and value to customers.
- Write, edit, and disseminate the Center's electronic newsletter. Solicit ideas from leadership team and other staff. Suggest material based on communication plan and other needs.
- Produce, edit, update, format and review PowerPoint presentations and templates ensuring they meet the style guidelines and presentation standards for the Center.
- Generate and share social media content using the Center's approved communication channels. Monitor engagement and suggest strategies to maintain and improve.
- Create graphic representation of content and ideas ensuring the intended meanings are clear for audiences.
- Produce online professional development modules. Edit content, graphics, and animations. Coordinate the recording. Synchronize the audio with the content. Maintain and update as required.
- Create, format, edit and review a wide variety of materials (documents, graphical representations, posters, etc...) for internal and external audience use.
- Maintain and implement a style guide to ensure the unified presentation of all communication materials (print and electronic) produced by the Center. Maintain logo and brand guidelines.
- Respond to requests for assistance and information from coworkers regarding the creation of materials and editing of documents. Collaborate with appropriate staff to determine need, timeline, and final product.
- Provide high quality customer service to internal and external customers by meeting commitments, responding to customer needs, soliciting customer feedback, and managing difficult or emotional customer situations.
- Follow vetting guidelines for new and revised documents, tools, trainings, etc....
- Research technology and software products for purpose of keeping current and providing recommendations.
- Maintain I Contact database and software.

- Provide internal formal and informal professional development for staff on software applications including Word, PowerPoint, and other applications as needed.
- Maintain graphics and photograph files.

## **MARGINAL DUTIES**

## **SUPERVISORY RESPONSIBILITIES**

None.

## **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. A qualified candidate must possess the following competencies or knowledge:

- Knowledge in copy writing, graphic design, photo editing, and desktop publishing
- Knowledge of web and print design principles
- Knowledge of social media tools and best practices
- Able to write clearly and effectively in variety styles. Secure grasp of grammar and punctuation rules.
- Able to plan and edit content
- Knowledge in adult learning theories and principles preferred
- Strong working knowledge of Microsoft Office Suite and other pertinent software applications (e.g. InDesign, Storyline, Illustrator, Quizmaker, Presenter)
- Demonstrated experience generating creative, innovative, and effective designs
- Able to establish and maintain effective relationships
- Able to effectively plan and organize time, balancing competing demands and projects.
- Ability to resolve problems quickly and efficiently.
- Able to adapt to changes in the work environment
- Exhibits sound and accurate judgment
- Strong customer service skills, responding promptly to needs

## **EDUCATION AND/OR EXPERIENCE**

Requires a bachelor's degree in a communications, journalism, English, or related field and a minimum 3 years of related experience or a minimum of 5 years related experience and/or training.

## **LICENSE**

Valid driver's license.

**LANGUAGE SKILLS**

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures and information, or governmental regulations. Ability to write and research reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from staff, customers, supervisors, and the general public.

**MATHEMATICAL SKILLS**

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

**REASONING ABILITY**

Ability to solve practical problems and deal with a variety of concrete variables in situations where some standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

**PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit, and talk or hear. The employee is frequently required to use hands to finger, handle, or touch objects. The employee must frequently lift and/or move up to 10 pounds.

**WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee will work in a variety of environments including but not limited to telecommuting (work at home), offices, and conference centers.

This position will require state-wide travel at approximately 5%. This includes overnight and day travel.

Employee Acknowledgment \_\_\_\_\_

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

The above statements reflect the general details necessary to describe the principle functions of the occupation described and shall not be construed as a detailed description of all the work requirements that may be inherent in the occupation.