

**BOULDER VALLEY SCHOOL DISTRICT  
CLASSIFIED STAFF JOB DESCRIPTION**

Job Title: **Communications Technician**  
 Pay Program: **Classified Staff / Office Professional**  
 Reports to: **Director of Communications**  
 Prepared/Revised Date: **January 2008**

FLSA Status: **Non-Exempt**  
 Pay Range: **Unit D; Grade 5**  
 Work Year: **12 months**  
**261 days**

**SUMMARY:** Coordinate district e-newsletter and database. Collaborate with staff to gather district news, events and awards to disseminate to media. Provide media and community with quick facts about the district, help media coordinate interviews with staff and students. Gather district news to send out online communications via the BVSD Key Communicator to both internal and external audiences. Provide administrative back up to department.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:** *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.*

<b>Job Tasks Descriptions</b>	<b>Frequency</b>	<b>% of Time</b>
1. Answer phones and field press calls. Fulfill data requests for media to print various school inserts including school choice guides. Coordinate interviews for reporters and school staff.	D	18%
2. Assist director of communications as needed.	D	3%
3. Write and edit various communications. Compile and disseminate various forms of news including news releases, news tips and the Key Communicator online news to internal and external outlets.	W	22%
4. Stay abreast of news related to education. Track daily news clips and compile part of the media report.	W	13%
5. Update district website with news releases, PDFs and photographs.	W	4%
6. Provide assistance with video productions, cable TV coordination, research, create programming for Channel 22 venture.	W	4%
7. Send weekly reports and request for information to media and other staff. Assist community with open records requests and general requests of the district. Respond to wide range of requests from parents, community groups, businesses and others regarding district and its general operations, including financial questions, demographic student data, etc.	W	3%
8. Integrate photography, typography, and color schemes into web-based communication, BVSD Key Communicator. Shoot photographs for use in the district's strategic print and electronic publications. Provide photographs of students, staff and district events for reporters and internal staff projects including the annual retirement dinner and new administration presentation. Check student media clearance. Update Key Communicator web banners quarterly.	M	15%
9. Design, build and manage database for the BVSD Key Communicator. Build monthly email distribution lists for electronic communications for Key Communicator database. Track, purge and update email accounts for email distribution list. Build partnership database in collaboration with Impact on Education.	M	7%
10. Assemble mass mailings for both internal and external audiences. Board goals, books, On the Inside. Update spreadsheets with address information.	M	5%
11. Track ProCard spending and maintain ProCard receipts for accounting compliance. Reissue money back to the district and pay vendors directly as needed.	M	2%
12. Order supplies from internal and external sources.	M	1%
13. Compile data, general charts and graphs for various publications including school report cards, etc.	A	2%
14. Perform other duties as assigned.	Ongoing	1%
	<b>TOTAL =</b>	<b>100%</b>

**EDUCATION AND RELATED WORK EXPERIENCE:**

- High school diploma or equivalent
- More than four years of experience in general office occupations and computer experience or more than 3 years of experience in communication related field.

**LICENSES, REGISTRATIONS or CERTIFICATIONS:**

- Criminal background check required for hire.

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**TECHNICAL SKILLS, KNOWLEDGE & ABILITIES:**

- Advanced oral and written communication skills.
- Advanced English language skills.
- Intermediate interpersonal relations skills.
- Intermediate math and accounting skills.
- Advanced personal computer, keyboarding and word processing skills.
- Intermediate customer service and public relations skills.
- Intermediate critical thinking and problem solving skills.
- Advanced organizational skills.
- Advanced photography/photo edit skills.
- Ability to maintain confidentiality in all aspects of the job.
- Ability to manage multiple priorities, take initiative and work independently.
- Ability to manage multiple tasks with frequent interruptions and reprioritizing.
- Ability to diffuse and manage volatile and stressful situations.
- Knowledge of AP Style guide.
- Ability to interact and work effectively and cooperatively with people from diverse ethnic and educational backgrounds.
- Basic Bilingual skills (English/Spanish) preferred.

**MATERIALS AND EQUIPMENT OPERATING KNOWLEDGE:**

- Operating knowledge of and experience with personal computers and peripherals.
- Operating knowledge of and experience with Microsoft Office Programs.
- Operating knowledge of and experience with typical office equipment, such as telephones, copiers, fax machines, e-mail, etc.

**REPORTING RELATIONSHIPS & DIRECTION/GUIDANCE:**

	POSITION TITLE	JOB CODE
<b>Reports to:</b>	Director of Communications	103

	POSITION TITLE	# of EMPLOYEES	JOB CODE
<b>Direct reports:</b>	This job has no direct supervisory responsibilities.		

- This position acts as a technical resource for the district by answering questions and acting as key contact for Key Communicator e-newsletter and database.

**SAFETY TO SELF AND OTHERS**

Step stool is recommended.

Wrist rest for computer key board and mouse is required.

Ergonomic chair for desk and computer use is recommended.

*The physical demands, work environment factors and mental functions described below 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.*

**PHYSICAL DEMANDS:** While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; talk or hear. The employee is occasionally required to stand; walk; reach with hands and arms; stoop, kneel, or crouch. The employee must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, and ability to adjust focus.

**WORK ENVIRONMENT:** The noise level in the work environment is usually moderate.

**MENTAL FUNCTIONS:** While performing the duties of this job, the employee is regularly required to communicate and use interpersonal skills. Frequently required to copy, coordinate, compile and negotiate. Occasionally required to compare, analyze, instruct, compute, and evaluate.