

# Anoka Hennepin Independent School District #11

## Position Standard

### Communications Project Assistant

---

**Communications Project Assistant** assists, coordinates, and implements projects generated by the communication and public relations staff, including providing technical support for presentations, e-newsletters, websites, and social media; assisting with small write-ups as needed; assists with critical proofreading of print and electronic communications; maintaining media archives and various databases.

#### **Essential Functions:**

- Assist in the planning, development, and implementation of the district's communication plan.
- Assist with writing for a variety of audiences and purposes (e.g. newsletters, community news publications, social media, marketing materials, staff e-news, news releases).
- Assist with writing for district and school print materials, presentations, e-newsletters, websites, social media, and video communications.
- Perform proofreading and editing tasks for reports and documents, including presentations, e-newsletters, websites, social media, and other electronic communication materials.
- Maintain an archive of all published media articles written about the district and schools.
- Assist with media relations, as directed.
- Assist with the preparation and coordination of media communication.
- Assist with departmental activities and preparation for these activities.
- Perform other communication and project-related tasks and responsibilities as assigned.

#### **Minimum Qualifications:**

- High School Diploma or equivalent.
- Associate's degree in communications, marketing, public relations, journalism, or related field.
- Proficient in the use of current technology required for the performance of duties: presentations, e-newsletters, websites, and social media.
- Excellent verbal, written and interpersonal communication skills.
- Accuracy and attention to detail, most notably in proofreading (e.g. proper grammar, spelling, and punctuation). Critical thinking and judgment skills a must.
- Ability to use technology for editing presentation, e-newsletters, websites, and other social media.
- Ability to prioritize workload, multitask, and be flexible while working in a fast-paced environment.
- Ability to deal routinely with confidential information, as well as recognize and be sensitive to confidential information.
- Ability to interact effectively with individuals and groups in a variety of settings, with persons of diverse backgrounds, experiences and agendas.
- Ability to maintain regular attendance, which includes completing an assigned day.
- Ability to perform position responsibilities, including physical factors, work devices, and materials handling.
- Must be physically working in the building/on site.

**Preferred Qualifications:**

- Previous experience in public relations and/or media preferred.
- Previous experience with public schools or other public entity preferred.
- Knowledge of Associated Press (AP) style guide preferred.
- Knowledge of a variety of communication platforms preferred (e.g. print, web, social media, video).
- Working knowledge of the following computer software/programs preferred: Google Apps, MS Office Suite for Mac (Word, PowerPoint), Adobe Acrobat Pro, Adobe Creative Suite (Photoshop, InDesign, Illustrator), Schoolwires Centricity 2, Siteimprove, Meltwater News, and Hootsuite.

**Physical Factors includes:**

Constant: walking, pushing, stooping, squatting, repetitive arm, simple grasp, hearing, visual accommodation:

Frequent: lifting waist to chest, lifting below waist, pulling, kneeling, twisting, reaching, tasting/smelling, near vision, midrange vision, depth perception, field of vision:

Occasional: standing, sitting, reclining, lifting above shoulders, carrying, climbing, balancing, crouching, repetitive foot, firm grasp, fingering, feeling, talking far vision.