



Communications Network Specialist

PAY GRADE 110

Position/Title: Communications Network Specialist **Dept:** Communication Services

Reports to: Director, Communication Services **Date:** _____

Incumbent: _____ **Supervisor:** Director, Communication Services

Function and Purpose of Position

Reporting to the Director of Communication Services, the Communications Specialist plays a vital role in helping to achieve the goals and objectives of both the school division and the department. This position will play a lead role in managing and coordinating internal and external websites for the Division and its schools. The candidate will assist in the development project plans to address the needs of the Division and/or to assist in the planning and implementation of specific projects for individual schools, departments, or issues. The position requires independent thinking, initiative, and leadership in developing communications plans to address the requirements of a variety of client groups.

Elk Island Public Schools (EIPS) is one of Alberta's largest school divisions, serving approximately 16,900 students in 42 schools. We are proud to be an integral part of our communities including Sherwood Park, Fort Saskatchewan, Vegreville, Strathcona County, Lamont County, and the western portion of the County of Minburn.

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| Activity A: | 35% |
| Coordinate the planning, maintenance, and content of school and Division web pages (internal and external) | |

- o Create, maintain, update, and manage content for the Division intranet and extranet websites.
- o Assist schools/departments in creating, maintaining, and updating content on their websites/web pages and their areas on Staff Connect.
- o Ensure consistency in design application and standards for the Division and for school/department websites and webpages.
- o Produce content or assist in the production of content for the Division and school/department websites and webpages that consistently applies the use of the corporate identity.
- o Work with schools and departments in the development of appropriate online content that meets communication protocols and aligns with Division goals.
- o Monitor and oversee web pages for schools and departments for content, continuity, standards, efficiencies and recommend and provide direction changes.
- o Lead, facilitate, manage, and coordinate content for client groups.
- o Coordinate, oversee and manage the editorial quality assurance process with content creators to ensure clarity of communication for the audience.

- o Support the integration of graphic and multi-media components into the sites.
- o Review website analytic information to inform website planning and future changes/upgrades required.
- o Recommend changes or updates based on school/department requests, end user experiences and feedback, and analytical data.

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| Activity B: | 15% |
| Develop, implement, and enforce online content standards and processes | |

- o Ensure online communication across the Division is coordinated, reflects the needs of diverse target audiences, aligns with communication protocols, and is consistent with the Division's priorities, goals, and values.
- o Create, develop and share processes for schools and departments to provide direction in the development of school and system web pages.
- o Provide professional learning or training support to schools and departments in the area of web pages.
- o Act as an advisor and support for department or school project teams.
- o Coordinate, develop and share web publishing standards.
- o Work with Learning Technologies to ensure technical standards and guidelines for school and division websites are met.
- o Understand basic FOIP principles to answer questions from schools and departments regarding the appropriate application of FOIP legislation as it relates to online communication.
- o Monitor school and department websites and webpages to ensure Division standards are being met.

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| Activity C: | 20% |
| Planning and project management | |

- o Provide support to departments and schools regarding their online and social media activities.
- o Assist departments, when required, to rollout large communications projects.
- o ~~Assist in the development of communication plans to address the needs of the Division and/or~~ assist in the planning and implementation of specific projects for individual schools, or departments
- o Produce procedure manuals for consultation process, new school strategies, etc
- o Where required coordinate or assist in large communications projects and campaigns (e.g., Kindergarten registration, back-to-school campaign, etc.)
- o As required establish and oversee project timelines, set up meetings, liaise with schools/departments, as needed to facilitate a smooth and successful project and public consultation implementation/execution.

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| Activity D: | 10% |
| Train employees in the use of web content software and analytics | |

- o Present in-services on web content software and website analytics systems.
- o Create or reproduce presentations on web development.
- o Provide technical support to schools and stakeholders.
- o Provide workshops and guides so that staff will be able to manage their websites

effectively and efficiently.

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| Activity E: Web/communications liaison for service providers and staff | 10% |
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- o Work with web designers and developers, creating new web pages and sites, based on the appropriate visual treatment and content templates.
- o Troubleshoot systems such as Webguide and liaise between departments, schools, and providers.
- o Coordinate the technical aspects of web development and website changes.
- o Analyze, report, and act on user feedback as it pertains to content of the websites.

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| Activity F: Other Duties | 10% |
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- o Manage the division social media presence (e.g., Twitter) and use it in conjunction with other communication channels as a means of sharing information with stakeholders. Primary responsibility should revert to Director of Communications, with some support as required from the Communications Network Specialist.
- o Interpret and modify technical information to appropriate level for target audiences
- o Supporting the Communication Services team and the new school planning team.
- o Assisting with the management of clients and accounts.
- o Answering the phone and assisting school/department stakeholders.
- o Filing, photocopying, etc.
- o Troubleshoots hardware and software issues.
- o As required, assist with:
 - o writing news releases, fact sheets, backgrounders, and other materials for local, provincial, and national media
 - o gathering information from schools, departments and other stakeholders to develop media messages
 - o developing key messages for stakeholders
 - o distributing media materials to stakeholders
- o Work with the Director as required to prepare appropriate responses to address emergent issues as they arise.

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| EDUCATION AND EXPERIENCE |
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- a) Education:
 - o A diploma or degree in communications, website development, or a related field.
- b) Experience:
 - i) Minimum of 3 – 5 years related communications experience combined with background in the design, development, and maintenance of public websites is required. A background in public relations and journalism is desirable

Equivalencies will be considered.

Preference will be given to those with experience in web design, familiarity with web based software or web- based programs, working on projects. Strong writing skills along with strong team building skills and experience working in a communications-related field in a public-sector environment are preferred.

KNOWLEDGE, SKILLS AND ATTITUDES

- o Strong project management skills to effectively manage and prioritize tasks.
- o Strong organizational skills and the ability to meet deadlines are essential.
- o Excellent written and verbal communication skills.
- o Computer application experience
- o This position requires project planning and consultative skills.
- o Must be able to work both independently with minimal supervision and as an integral part of a team.
- o Knowledge of a variety of software programs and a willingness to learn new programs is required.
- o In-depth knowledge of Web service delivery models and the newest technologies.
- o Understanding of the public education system/environment is an asset.
- o Strong analytical skills with the ability to multi-task are required.
- o The ability to apply knowledge of principles, guidelines, concepts, and procedures to implement a strategic plan is imperative.

DECISION MAKING

- o This employee will make major decisions regarding the sequencing of tasks, planning their day and, in some instances, they may choose work methods. The employee will actively make recommendations (ideas, content, timing, etc.), evaluate current procedures, and decide on elements for websites and project campaigns; however, decisions or changes to programs and policies/procedures must be put forward to the supervisor for approval.
- o There is a need for independence of action and minimal supervision in certain aspects of the position.
- o Final review, approval, and budget sign-off (where applicable) for most projects will be provided by the Director, Communication Services.

WORKING WITH OTHERS

Contacts:

- Employees in the same department
- Employees in another departments/schools
- Members of the Leadership team/senior staff

- Service providers or business representatives
- General public

Purpose of Contact:

- Work closely with schools and departments to develop content for websites.
- Act as a liaison with service providers to ensure school and division websites align with corporate and graphic standards.
- Train employees and support the development of school and division websites.
- Coordinate ongoing mechanisms for gathering feedback and input from end users to continue improving school and division websites.
- Instruct on the proper use and implementation of web-based software.
- Discussion of problems with a goal of determining a solution.
- Establishing and maintaining project timelines.

PHYSICAL DEMANDS

Little physical demands are placed on the employee. Standing and sitting required. Travel, frequent work in front of a computer, and liaising with clients are common demands of the job.

WORKING CONDITIONS

Work is located in a comfortable area with little exposure to unpleasant conditions and little physical discomfort. There may be frequent interruptions due to the nature of the work.

A personal vehicle and the ability to drive, travelling from school to school may be a requirement of this position on occasion.

The department will determine the required work schedule. Extra work hours may be required during peak times.

ADDITIONAL INFORMATION

Staff must agree to respect the confidentiality and personal integrity of students, parents, and staff.

The ability to approach any project or task with a broad perspective and think 'big picture' is vital to ensuring the final product meets the needs of all parties involved.

A driver's abstract may be required.

This is a 35-hours-per-week, 12-month position.