



COMMUNICATIONS SPECIALIST/WEBMASTER

QUALIFICATIONS:

1. Bachelor's degree in communications, public relations, journalism, web development, education, or a related field
2. Minimum three years of experience in communications, public relations, or web management, preferably in an educational setting
3. Demonstrated expertise in crisis communication, internal communication, and social media management
4. Proficiency with web content management systems, social media platforms, and analytic tools
5. Excellent verbal, written, and interpersonal communication skills
6. Strong project management, organizational, and problem-solving abilities
7. Ability to work in an office or school environment; may require occasional evening or weekend work during emergencies or special events
8. Ability to work collaboratively, manage multiple projects, and meet tight deadlines
9. Commitment to equity, cultural relevance, and accessibility in all communications
10. Required criminal history background check and eligibility to work in the United States
11. Valid New Jersey Drivers' License
12. All applicants must meet NJ Residency requirements as per the "New Jersey First Act" N.J.S.A. 52:14-7 (L. 2011, Chapter 70)
13. Must be able to perform the essential functions of the position satisfactorily; reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions
14. Such alternatives to the above qualifications as the Board may find appropriate and acceptable

REPORTS TO: Superintendent and Chief Information and Technology Officer (CITO)

JOB GOAL: The Communication Specialist/Webmaster is responsible for developing, implementing, and managing comprehensive communication strategies that support the mission and goals of the Township of Union Public Schools. This role oversees crisis communication, internal communications, and social media, while maintaining the district's web presence to ensure timely, accurate, and engaging information is shared with all stakeholders.



PERFORMANCE RESPONSIBILITIES:

1. Develop and maintain crisis communication plans in collaboration with district leadership, ensuring preparedness for a variety of emergency scenarios
2. Serve as the primary point of contact for all communications during a crisis, coordinating messaging across all channels (media, website, social media, internal platforms)
3. Draft, review, and disseminate timely and accurate crisis updates to staff, families, media, and community partners
4. At the Superintendent's or designee's direction, respond to media inquiries, ensuring the district's perspective is clearly communicated and public trust is maintained
5. Develop and execute internal communication strategies to keep district staff informed, engaged, and aligned with organizational priorities
6. Provide updates and announcements about district news, policies, and events
7. Manage internal communication platforms, ensuring consistency and accessibility of messaging
8. Collaborate with department leaders to address communication gaps and improve information flow across schools and departments
9. Support crisis communications by coordinating and distributing internal messages during emergencies
10. Create, implement, and monitor social media campaigns to promote district initiatives, events, and achievements
11. Manage day-to-day operations of the district's social media accounts, ensuring content is accurate, timely, and reflects district branding and values
12. Engage with stakeholders on social media, respond to inquiries, and monitor for district mentions or relevant news
13. Develop social media strategies for all platforms, analyze data, and adjust practices to maximize engagement and reach
14. Ensure all social media content is culturally relevant and accessible to the district's diverse community
15. Update and maintain the district's website and related social media platforms, ensuring content is current, accessible, and aligned with district objectives
16. Manage and maintain web-based content accessibility and ensure compliance with legal and district standards
17. Collaborate with staff to create and publish web content, including news articles, event information, and multimedia assets
18. Monitor website analytics and generate usage reports to inform improvements and enhance user experience
19. Provide technical support and training to staff on individual school websites and digital communication tools as needed
20. At the direction of the Superintendent or designee, prepare and distribute news releases, arrange interviews, and respond to media requests
21. Assist school personnel in publicizing school events and initiatives across all communication channels
22. Attend Board of Education meetings when requested



Township of Union Public Schools

Job Description

23. Performs duties as assigned by the Superintendent or designee and/or CITO

PHYSICAL ABILITIES AND WORKING CONDITIONS OF CONTINUED EMPLOYMENT:

The physical abilities and other conditions of continued employment listed in this section are representative but are not intended to provide an exhaustive list of physical abilities and other conditions of continued employment may be required for this position. The Township of Union Public Schools encourages persons with disabilities who are interested in employment in this class and need reasonable accommodations to contact the Personnel Department.

Sitting and Standing: Ability to sit or stand for extended periods of time while working at a computer or attending meetings

Mobility: Sufficient physical mobility to work in both school and office settings, including the ability to walk, bend, stoop, kneel, crouch, and reach as needed to retrieve materials or set up equipment

Manual Dexterity: Dexterity of hands and fingers to operate a computer keyboard and other office equipment, including repetitive hand movements and fine coordination

Vision: Sufficient vision (with or without correction) to read small print, monitor computer screens, and distinguish colors for web and graphic design tasks

Hearing and Speaking: Ability to hear and speak clearly to exchange information in person, by telephone, and during presentations or video recordings

Lifting: Ability to occasionally lift, carry, push, or pull objects weighing up to 25 pounds regularly

Reaching and Grasping: Ability to reach overhead, above the shoulders, and horizontally, as well as grasp and twist objects as required for filing, retrieving materials, or setting up equipment

Other: Ability to occasionally travel between district sites and work in standard office or school environments

TERMS OF EMPLOYMENT: Salary and work year are to be determined by the Superintendent & Board of Education.

ANNUAL EVALUATION: The performance of this job will be evaluated annually in accordance with NJ State law and the provisions of the board's policy on evaluations.

Approved by: Township of Union Public Schools

Date:

Reviewed and Agreed to by:

Date: