

# Communications Assistant

## Position Details

Class Code: 0306

Job Family: Administrative/Clerical/Secretarial

Classification: Support Professional

Terms of Employment: [Pay Grade 49 on the Support Professional Salary Schedule](#)

FLSA STATUS: NON-EXEMPT

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## Position Summary

Under the general direction of the Communications Director, performs assigned public information functions within the Clark County School District (CCSD), and supports Communications Department administration.

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## Essential Duties and Responsibilities

The list of Essential Duties and Responsibilities is not exhaustive and may be supplemented.

1. Responsible for maintaining, monitoring, and publishing content for primary CCSD social media accounts.
2. Gathers information to assist Communications Department administration in preparing news releases.
3. Assists Communications Department administration in daily communications with media to promote school and CCSD activities.
4. Assists with Communications-related needs of CCSD employees, media, agencies, and the public.
5. Writes, drafts, and edits, as assigned.
6. Assists Communications Department administration in preparing public relations/marketing materials such as Media Snapshot, CCSD in the News, Talking Points, etc.
7. Assists Communications Department administration in promoting special events such as American Education Week, Starlight Awards, National Merit Scholar, etc.

8. Assists Communications Department administration with projects and routine assignments, when needed.
  9. Assists Communications Department administration in planning and executing news conferences and other media events.
  10. Maintains/updates fact sheets and other information about CCSD departments, divisions, and programs.
  11. Researches background information for publications, materials, and projects; assists Communications Department administration in presenting information.
  12. Conforms to safety standards, as prescribed.
  13. Performs other tasks related to the position, as assigned.
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## **Distinguishing Characteristics**

Assists in coordinating public information programs and researching, writing, and producing social media posts, news releases, and publications.

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## **Knowledge, Skills, and Abilities (Position Expectations)**

1. Knowledge of public information/journalism practices and procedures.
  2. Knowledge of English usage, spelling, grammar, and punctuation.
  3. Ability to apply expert verbal, written, and interpersonal communication skills.
  4. Ability to apply strong analytical, critical thinking, and judgment skills.
  5. Ability to recognize sensitive issues and maintain confidentiality.
  6. Ability to accurately interpret and apply written/verbal instructions.
  7. Ability to work independently.
  8. Ability to meet predetermined deadlines.
  9. Ability to work cooperatively with employees, parents/guardians, students, the public, and the news media.
  10. Ability to work on multiple projects or tasks concurrently.
  11. Proficiency in word processing.
  12. Ability to recognize and report hazards and apply safe work methods.
  13. Possess physical and mental stamina commensurate with the responsibilities of the position.
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# Position Requirements

## Education, Training, and Experience

1. High school graduation or other equivalent (General Educational Development [GED], foreign equivalency, etc.).
2. Bachelor's Degree from an accredited college or university, preferably in communications, public relations, marketing, English, or a journalism/media-related field.

## Licenses and Certifications

1. A valid driver's license that allows the applicant/employee to legally operate a motor vehicle in Nevada. License must be maintained for duration of assignment.
2. Current driving history (dated within six [6] months from the date printed) issued by the Department of Motor Vehicles (DMV) at time of application or Qualified Selection Pool (QSP) placement and at time of interview prior to final selection.
3. Safe driving record. Safe driving record must be maintained for the duration of the assignment.

## Preferred Qualifications

1. Experience/training in coordinating public information programs and writing, researching, and producing social media posts, news releases, and publications.
2. Knowledge of desktop publishing, layout, and design concepts.
3. Bilingual, Spanish speaking.

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## Document(s) Required at Time of Application

1. High school transcript or other equivalent (GED, foreign equivalency, etc.).
  2. College transcript(s) from an accredited college or university.
  3. Copy of a valid driver's license that allows the applicant/employee to legally operate a motor vehicle in Nevada.
  4. Copy of current driving history (dated within six [6] months from the date printed) issued by the DMV.
  5. Safe driving record.
  6. Specific documented evidence of training and experience to satisfy qualifications.
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## Examples of Assigned Work Areas

Extensive travel to/from CCSD facilities, public/private agencies, and throughout the community.

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## Work Environment

### Strength

Sedentary/light - exert force up to 20 lbs., occasionally; 10 lbs., frequently; negligible force, constantly.

### Physical Demand

Frequent sitting, standing, walking, pushing, pulling, stooping, kneeling, crouching, reaching, handling, and repetitive fine motor activities. Hearing and speech to communicate in person, via video conference and computers, or over the telephone. Mobility to work in a typical office setting and use standard office equipment. Stamina to remain seated and maintain concentration for an extended period of time. Vision: Frequent near acuity, occasional far acuity, and color vision. Vision to read printed and online materials, Video Display Terminal screens, or other monitoring devices.

### Environmental Conditions

Climate-controlled office settings with temperatures ranging from mild to moderate cold/heat. Exposure to noise levels ranging from moderate to loud for occasional to frequent time periods.

### Hazards

Frequent electrical shock hazards, furniture, playground/office equipment, communicable diseases, chemicals and fumes (as related to specific assignment), and power/hand-operated equipment and machinery (as related to specific assignment).

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## Examples of Equipment/Supplies Used to Perform Tasks

CCSD-issued/personal vehicles, computers and software, printers, scanners, fax machines, telephones, calculators, etc.

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## **AA/EOE Statement**

The Clark County School District is proud to be an equal opportunity employer. The Clark County School District is committed to providing all applicants and employees equal employment opportunities without regard to race, color, religion, sex, gender identity or expression, sexual orientation, national origin, genetics, disability, age, military status, or other characteristics protected by applicable law. Here at Clark County School District, we are a diverse group of people who honor the differences that drive innovative solutions to meet the needs of our students and employees. We believe that through a culture of inclusivity, we have the power to reflect the community we serve.

## **Job Revision Information**

- Revised: 07/08/25
- Created: 11/15/06