

PROMOTIONAL & OPEN COMPETITIVE

EXAMINATION ANNOUNCEMENT

HUMAN RESOURCES OFFICE

(PLEASE POST PHYSICALLY)

It is the policy of the State Board of Education, Commonwealth of the Northern Mariana Islands, that the Public School Human Resources System shall be applied and administered according to the principles of equal employment opportunity. Applications shall be evaluated regardless of age, race, gender, sexual orientation, religion, political affiliation or belief, marital status, disability, or national origin.

Applicants for this position must be a U.S. Citizen or be eligible and authorized to work in the U.S., including the Commonwealth of the Northern Mariana Islands.

POSITION/TITLE: Communications and Media Specialist

EXAMINATION ANNOUNCEMENT NO: **PSS-2025-049**

OPENING DATE: **July 25, 2025**

CLOSING DATE: **Until Filled**

SALARY: Pay Level/Grade: **Ungraded; Step(s): Ungraded; \$28,918.29 Per Annum**

BENEFITS: Salary commensurate with qualifications and experience, plus excellent benefits (including Health/Life Insurance, Retirement Benefits, and Paid Leave/Holidays).

LOCATION: **Office of the Commissioner of Education**

DUTIES & RESPONSIBILITIES:

Under the direction of the Communications and Media Program Manager, the Communications and Media Specialist supports district-wide storytelling, public engagement, and brand alignment across all communications channels for the Public School System. This role produces and curates multimedia content, including photography, videography, graphic design, web content, and social media, while contributing clear, accurate written and verbal communications. Strong creative, technical, and interpersonal skills are essential to ensure consistent branding and timely, high-quality information sharing across schools, stakeholders, and the broader community.

- Collaborate with the Communications and Media Program Manager to plan, coordinate, film, and edit high-quality photo and video content for internal and external distribution.
- Lead the creation and management of engaging multimedia content (graphics, video, photography, animations) to support communication goals and initiatives.
- Manage the school system's social media accounts, including developing content calendars, creating posts, monitoring engagement, responding to messages, and implementing growth strategies.
- Design and implement strategic social media campaigns to increase community engagement, promote events and programs, and enhance the district's online presence.
- Assist with drafting, editing, and distributing communications materials such as press releases, articles, scripts, talking points, digital newsletters, and website content.
- Support media coverage of district-level public relations activities and coordinate logistics for on-site and off-site coverage.
- Maintain and update the school system's websites to ensure content is current, relevant, and user-friendly.
- Develop illustrations, infographics, logos, and other visual content that align with the

district's branding guidelines.

- Assist in establishing and maintaining consistent branding for individual schools, ensuring alignment with district-wide branding standards and identity.
- Enforce branding consistency across all communications channels, including graphics, typography, color schemes, logos, messaging, and tone of voice.
- Cultivate and maintain positive relationships with local and regional media contacts; maintain an up-to-date media database.
- Monitor, document, and archive media coverage and digital content relevant to the school system.
- Maintain a working knowledge of copyright law, media ethics, and usage rights, including Creative Commons licensing.
- Conduct interviews, gather stories, and liaise with schools and departments to produce compelling features and content.
- Travel to schools and event locations across the CNMI, including Rota and Tinian, to provide media coverage. Occasional off-island travel may be required for training or special assignments.
- Perform other related duties as assigned to support the mission and goals of the Communications and Media Program.

QUALIFICATION REQUIREMENTS:

EDUCATION AND EXPERIENCE:

- High school diploma or equivalent required.
- At least one (1) year of experience in a related field such as media, communications, journalism, digital content creation, public relations, or education.
- Experience with Adobe Creative Cloud applications such as Photoshop, Premiere Pro, and InDesign, or comparable software (e.g., Canva, Final Cut Pro, etc.)

PREFERRED QUALIFICATIONS:

- Associate's degree or higher in communications, media production, graphic design, journalism, or a related field.
- Experience managing content for official organizational social media accounts or websites.
- Familiarity with branding guidelines and the ability to ensure visual and messaging consistency across media.
- Experience working with youth, school communities, or multicultural populations.
- Understanding of local community culture, language, and media landscape.

KNOWLEDGE, SKILLS, AND ABILITIES (KSAs)

- Excellent oral and written communication skills, with the ability to craft clear, engaging, and professional content for various audiences and platforms.
- Proven ability to create, curate, and manage digital content for websites and social media

channels to support outreach and public engagement.

- Proficiency in commonly used office productivity tools, including Google Workspace and Microsoft Office applications.
- Strong organizational and time management skills, with the ability to prioritize tasks, meet deadlines, and maintain accurate records.
- Self-motivated and proactive, with the ability to work independently while also collaborating effectively within a team environment.
- Willingness and ability to travel to different islands within the CNMI (Saipan, Tinian, and Rota) for on-site media coverage and school-related events.

KNOWLEDGE, SKILLS AND ABILITIES (KSAs)

- Excellent oral and written communication skills;
- Content Creation, Graphic Design, Experience with Digital Production Platforms or Applications
- Working knowledge of major Social Media Platforms Preferred experience working with youth, subpopulations, familiarity with cultures/languages.
- Ability to motivate others to reach their fullest potential;
- Excellent Office Automation Skills (Microsoft Word, Excel, Outlook)
- Excellent Oral & Written Skills | Grammar/Style
- Excellent Record Keeping Skills | Filing & Document Management
- Knowledgeable on federal and local laws protecting the privacy of student data, including but not limited to the Family Educational Rights and Privacy Act (FERPA) 20 U.S.C. Sec 1232g; 34 CFR Part 99, and Student Education Records § 60-20-428 of the CNMI Public School System's Rules and Regulations.

APPLICATION REQUIREMENTS:

THE FOLLOWING LIST OF REQUIRED DOCUMENTS MUST BE SUBMITTED TO BE CONSIDERED FOR THIS POSITION:

1. COMPLETED PSS EMPLOYMENT APPLICATION FORM;
2. COPY OF DIPLOMA/DEGREE;
3. OFFICIAL TRANSCRIPTS (SEALED) *MUST BE SENT DIRECTLY TO THE HR OFFICE FROM THE ACCREDITED INSTITUTION AND/OR THE NATIONAL ASSOCIATION OF CREDENTIAL EVALUATION SERVICES (NACES);*
4. POLICE CLEARANCE *FROM THE MOST RECENT PLACE OF RESIDENCE (WITHIN THE PAST SIX MONTHS);*
5. VERIFICATION OF EMPLOYMENT; AND
6. MEDICAL CLEARANCE (*ONLY REQUIRED UPON OFFER FOR EMPLOYMENT*).

OTHER DOCUMENTS MAY BE REQUESTED AND MUST BE SUBMITTED TO BE CONSIDERED FOR THIS POSITION (IF THE PSS DETERMINES IT TO BE APPLICABLE):

1. CERTIFICATE/LICENSE (Teaching, CPA, Bar, SPHR, etc.)
2. RESUME
3. PRAXIS SCORES
4. TRAFFIC CLEARANCE
5. NATIONAL BACKGROUND CHECKS
6. National Federal Bureau of Investigation criminal history checks with fingerprints
7. National Sex Offender Registry (SORNA) Check.
8. In-state (CNMI) Background Checks
9. In-state Criminal History Check with fingerprint.
10. In-state Sex Offender Registry Check
11. In-state Child Abuse and Neglect Registry Check.
12. Inter-state (out of the CNMI) Background Check
13. Inter-state Criminal History Check.
14. Inter-state Sex Offender Registry Check.
15. Inter-state Child Abuse and Neglect Registry Check.

INTERESTED APPLICANTS MAY OBTAIN AND SUBMIT COMPLETED APPLICATION FORMS AND ALL REQUIRED DOCUMENTS TO THE PSS HUMAN RESOURCES OFFICE AT CAPITOL HILL, BUILDING 1202, ISLETA COURT, SAIPAN or VIA EMAIL TO: PSSHR@CNMIPSS.ORG or MAILED TO: CNMI PUBLIC SCHOOL SYSTEM, ATTN: HUMAN RESOURCES OFFICE, P.O. BOX 501370 CK SAIPAN, MP 96950, TEL. NOS. (670) 237-3037/3031.

YOUR APPLICATION FORMS MUST BE RECEIVED BY THE PSS HUMAN RESOURCES OFFICE ON OR BEFORE THE CLOSING DATE OF THE POSITION ANNOUNCEMENT.

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Human Resource Office Use ONLY			
Application Type: Non-Certified	FLSA Status: Non-Exempt	Salary Grade/Step: Ungraded	Duty Station/Location: Saipan