

DIRECTOR OF COMMUNICATIONS

JOB SUMMARY

Under general direction of the Superintendent, plans, organizes, coordinates and oversees the comprehensive communications program for both internal and external audiences, which includes elements of community relations and media relations, serving as the District's primary spokesperson with news media. Facilitates cooperative relationships with other city, county, and private organizations to project a positive image of the District. Coordinates marketing, special events, services, programs and other district or assigned community related activities. Oversees the content and effectiveness of the District's print and electronic communication vehicles including publications, web sites, telephone/email alert systems, and social networking media.

The Director of Communications attends Executive Cabinet (Leadership Team) meetings, to assist in the development of a strategic plan related to marketing District events, services, and achievements and the branding of the District; develops methods and processes to ensure the highest level of District communications.

REPRESENTATIVE DUTIES

The position description describes the general nature of work performed.

ESSENTIAL FUNCTIONS

The Director of Communications may perform any combination of the following duties:

- Develops and implements the District's strategic plan for community relations, public awareness, internal communication, and parent and community engagement.
- Gathers information, informs District leaders, and offers recommendations for positioning the District on emerging issues.
- Supports the Superintendent in the handling of and communicating about sensitive and/or confidential matters.
- Implements the District's strategic plan for community relations, public awareness, internal communication, and parent and community engagement.
- Executes the work of district communications to ensure quality control, effectiveness, and accuracy in the preparation and dissemination of all print publications and electronic communication vehicles.
- Serves as District spokesperson, maintaining communication and positive relationships with the news media, community stakeholder groups, and other internal and external District audiences, including coordinating media communication in emergencies, critical incidents, and high-profile situations in consultation with the Superintendent or designee; supports administrators in developing and releasing emergency or urgent communications.
- Oversees the coordination of responses on behalf of the District for public records requests and similar requests for information.
- Attends meetings of the Board of Education as well as District and community functions as District representative.
- Coordinates media communication in emergencies, critical incidents, and high-profile situations in consultation with the Superintendent or designee; supports administrators in developing and releasing emergency or urgent communications.
- Oversees and maintains the maintenance, accuracy, and relevancy of District website content.

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- Performs research, compiles data, and writes reports, articles, and grants for the Superintendent and other District leaders.
- Identifies grant opportunities for consideration and writes grant proposals as directed.
- Plans and coordinates events and programs to provide recognition for the District, parents, volunteers and employees.
- Maintains liaison with the District's business partners and education foundations.
- Creates and produces newsletters, brochures, articles, publications, promotional materials and other publications.
- Confers with District personnel and members of the educational community regarding newsworthy items and other matters relating to the publicizing of school district activities, achievements and events.
- Gathers and researches information, as needed for communications to school and community constituents.
- Maintains related reports, files and records.
- Assists in writing proposals and applications for conference presentations, school recognition, and similar programs.
- Assists with fund raising efforts in support of district programs.
- Interviews, selects, supervises, develops/coaches, evaluates, and disciplines assigned staff.
- Develops timelines and priorities for communications projects and publications.
- Oversees and manages a budget for communications.
- Monitors local, state, and national legislation as it relates to educational issues and informs the superintendent regarding the implications to the District.
- Coordinates District internal and external special events.
- Performs other job-related duties as assigned.

JOB REQUIREMENTS: MINIMUM QUALIFICATIONS

KNOWLEDGE OF:

- Methods, techniques and procedures pertaining to the preparation of promotional brochures.
- Correct English usage, grammar, punctuation, vocabulary, spelling and editing, and proofreading techniques.
- Standard office practices, procedures and equipment; fundamentals of writing, composition, layout.
- Advanced journalism techniques, modern news media structure, and processes for effective media relations.
- Marketing, reputation management, and public awareness building practices.
- Web page development, use, and maintenance.
- Ability to modify systems, procedures, and programs within area of responsibility.
- Advanced verbal and written communication skills, and techniques in conceptualization and creativity.
- School District organization, rules and regulations; applicable laws and statutes.
- Working effectively with people from different cultures who value the interests of our diverse community.
- Interpersonal skills using tact, patience, courtesy, confidentiality, and the ability to adapt to divergent situations.

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ABILITY TO:

- Systematically and skillfully organize, design, layout and edit public information and promotional materials.
- Understand and follow oral and written directions.
- Operate office machines including a computer and applicable software.
- Meet deadlines and work under time constraints. Operate a camera and take quality photographs and videos.
- Work independently with a high degree of self-motivation.
- Effectively articulate complex and sensitive information verbally and in writing.
- Exercise frequent use of discretionary judgment in varied situations.
- Read, understand, apply and explain technical policies and materials.
- Work efficiently as a team member; establish/maintain cooperative, effective working relationships with others.
- Plan and organize projects and workload, complete tasks and assignments with many interruptions.
- Write clear, concise reports, articles, and speeches in easily understood language.

EDUCATION AND EXPERIENCE

Any combination equivalent to: Bachelor's Degree with a major in Mass Communications, Public Relations, Marketing, English, Journalism, or a closely related field and four (4) years of management experience coordinating high level public relations matters. Experience in a public education system or similar public sector environment is preferable. Master's Degree is desirable.

DISTINGUISHING CHARACTERISTICS

This position is responsible for the District's communication plans and community relations with supervisory responsibility over the Communications Coordinator. This position utilizes expertise in public speaking, public/media relations, and social media marketing. The position requires clear and effective oral and written communication skills for all types of audiences. The Director of Communications meets frequently with senior staff, management, school site staff, and the community in order to provide these groups with accurate and timely information.

REQUIRED TESTING

Pre-employment testing and assessment is required to demonstrate the minimum qualifications for the position.

LICENSES AND CERTIFICATION REQUIREMENTS

Valid driver's license and evidence of insurability.

CONTINUING EDUCATION/TRAINING

Participation in ongoing job-related training as assigned.

CLEARANCES

California Department of Justice (DOJ) and Federal Bureau of Investigation (FBI) background (fingerprint) clearance; pre-employment physical examination including tuberculosis (TB) and drug screen clearances.

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WORKING ENVIRONMENT

The usual and customary methods of performing the job functions require the physical demands outlined below. All requirements are subject to possible modification to reasonably accommodate individuals with a disability.

Physical Demands: Frequency Definitions Based on an 8-Hour Day:

Never = 0%

Seldom = 1-10% (<45 minutes)

Occasionally = 11-33% (up to 3 hours)

Frequently = 34-66% (up to 6 hours)

Continuously = 67-100% (more than 6 hours)

Seldom	stooping/bending, squatting/crouching, climbing/balancing, kneeling, twisting back
Seldom/Occasionally	pushing and pulling, reach above shoulder, reach at shoulder
Occasionally	walking, standing, lifting 11-25 lbs. at waist height, carrying 11-25 lbs. up to 25 feet, lifting up to 10 lbs. overhead or at shoulder height, carrying up to 10 lbs. up to 25 feet
Occasionally/Frequently	handling/simple grasping, sitting, neck flexion/rotation, fingering/fine manipulation, reach below shoulder

AUDITORY OR VISUAL REQUIREMENTS

Auditory and oral communications ability is required to hear and clearly communicate with others within the course of performing the essential functions of the job. Vision ability to see near, distant, color, depth and peripherally.

ENVIRONMENTAL CONDITIONS

Indoor office work environment and outdoor environment for covering events.

FLSA STATUS

Exempt