



FREMONT UNION HIGH SCHOOL DISTRICT

CLASS TITLE: Coordinator of Communications

BASIC FUNCTION:

Work directly with the Superintendent to plan, organize, and direct highly-visible and proactive communication strategies, programs and initiatives to inform and engage the District's employees, parents, and community. Coordinate the District's media relations efforts and serve as the District's primary spokesperson with news media. Develop and implement awareness building marketing strategies that highlight District accomplishments, needs and activities. Facilitate cooperative relationships with other city, county, and state organizations to project a positive image of FUHSD. Oversee 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. Supervise and evaluate the performance of assigned personnel.

REPRESENTATIVE DUTIES:

The Coordinator of Communications may perform any combination of the essential functions shown below, but this is not intended to be an exhaustive list of all duties, knowledge, or abilities associated with this position.

- Serves as a member of the Superintendent's cabinet and attends meetings of the Board of Education.
- Gathers information, informs District leaders, and offers recommendations for positioning the District on emerging issues, policies and situations.
- Develops and implements the District's strategic plan for community relations, public awareness, internal communication, and parent and community engagement.
- Supervises and directs 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.
- Serves as the District historian by maintaining accurate records of District events, a news clipping library with photos, and archives of appropriate publications reflecting the District's history.
- Advises District leaders on compliance with the Public Records Act and coordinates responses to public, employee, and Board of Education requests for District information and documents.
- Provides advice and assistance to the Superintendent and other District leaders on handling and communicating about sensitive and/or confidential matters.
- Attends District and community functions as District representative.
- Coordinates media communication in emergencies, critical incidents, and high-profile situations.
- Oversees the maintenance, accuracy, and relevancy of District website content and design. Advises principals and administrators on effective web site content for departmental and school site web pages.
- Manages and coordinates the public information program in conformance with federal and state regulations and District policy.
- Develops marketing strategies to maintain effective public information, engagement, and communication with the non-English speaking community and the news media serving them.
- Performs research, compiles data, and writes reports, presentations, and speeches for the Superintendent and other District leaders.
- Monitors local, state, and national legislation, policies, and regulations as they relate to educational issues and informs the Superintendent of any implications for the District.
- Serves as the Superintendent's liaison to parent and community organizations. Collaborates in arranging Superintendent's meetings with community groups, public officials, and press conferences.

- 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 foundation.
- Supervises the District receptionist and provides coaching, assistance, and training on effective customer relations techniques and practices to District staff and departments.
- Coordinates and distributes information to District administrators, employees, the public, and media regarding the District's programs, policies, events, activities, accomplishments, and related key messages.
- Performs related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE AND SKILLS:

- Fundamentals of publication design, distribution and production
- 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.
- Principles and practices of administration, supervision, and training
- Budget preparation and control, and the ability to modify systems, procedures, and programs within area of responsibility
- Advanced verbal and written communication skills, and techniques in conceptualization and creativity
- High-level English, grammar, spelling, composition and vocabulary
- 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 and courtesy to adapt to divergent situations

ABILITY TO:

- Ability to 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
- Perform objective research, compiling data and other information
- Follow oral and written directions
- Read, understand, apply and explain technical policies and materials
- Work cooperatively and effectively with parents, administrators and the public.
- Work efficiently as a team member; establish/ maintain cooperative, effective working relationships with others
- Train, supervise, and evaluate the performance of assigned staff
- Meet time lines, plan and organize projects and workload, complete tasks and assignments with many interruptions
- Operate assigned office equipment and use a variety of Internet, word processing, publication, and graphics software application programs
- Write clear, concise reports, articles, and speeches in easily understood language
- Train and counsel administrators and others in communications strategies and techniques

EDUCATION AND EXPERIENCE:

REQUIRED:

- Any combination equivalent to:
- Bachelor's degree from an accredited college or university preferably with courses in communication, journalism, broadcasting, media, human relations, marketing, public relations and/or related fields.
- Three years of recent administrative or consulting experience primarily in media, marketing, public relations or communications desirable.

- Experience in communications-media relationships preferably involving programs or services regarding major public interest or public education issues.

LICENCES AND OTHER REQUIREMENTS:

- Fingerprint clearance from the Department of Justice and Federal Bureau of Investigation.
- Valid driver's license and proof of insurance
- Personal automobile for traveling on District business

WORKING CONDITIONS:

Environment: Indoor, office setting. Occasional public contact with emotional, dissatisfied, or demanding individuals.

Physical Requirements: Hearing and speaking to exchange information and on the telephone; seeing to read, prepare and proofread documents; sitting for extended periods of time; dexterity of hands and fingers to operate a computer keyboard and other office equipment; kneeling, bending at the waist, and reaching overhead, above the shoulders and horizontally, to retrieve and store files and supplies; lifting light objects.