

TRACY UNIFIED SCHOOL DISTRICT JOB DESCRIPTION

POSITION TITLE: Communications Specialist

DEPARTMENT/DIVISION: Office of the Superintendent

POSITION SUMMARY: Under the direction of the Superintendent, coordinates communications and public relations for the District; plans and organizes special events to enhance public relations; assists in enhancing the public relations and communications skills of administrators as assigned; serves as media liaison for the District; prepares a variety of publications and materials and manages the District electronic web presence.

ESSENTIAL FUNCTIONS:

1. Coordinates communications and public relations for the District; provides strategic planning and implements public, employee and media relations strategies.
2. Coordinates and oversees the development, design, and production of publications, visual presentations, web sites including social media, and surveys.
3. Plans and organizes special events and activities to enhance District public relations.
4. Responds to public records/information requests from internal and external sources.
5. Serves as communication liaison between the media and the District. Prepares and distributes news releases, arranges media interviews and conferences, and responds to media requests for information.
6. Assists in enhancing public relations and communications skills of administrators as assigned; assists administrators in developing techniques for interacting with the media, public and others; assists District employees in preparing for interviews.
7. Serves as a resource to school site and central office personnel by providing information and training related to strategic communications and public relations; assists in development of effective communication skills and procedures.
8. Researches and writes articles and speeches for use by the Superintendent and Board of Education members.
9. Provides support to the Superintendent in completing projects as assigned to meet the needs of school sites, District departments and the Board of Education.
10. Develop and maintain the Superintendent's Office/Public Information budget.
11. Supports the emergency preparedness, crisis planning and response needs of the District.
12. Maintains regular and prompt attendance in the workplace.
13. Performs other related duties as assigned.

EDUCATION AND EXPERIENCE: Any combination equivalent to a Bachelor's Degree in public relations, communications or a related field, or equivalent experience in education or business environment. Minimum five years of experience in public relations, communications or a related field preferred.

SKILLS AND QUALIFICATIONS:

1. Excellent verbal, written and interpersonal communication skills.

2. Proficiency with current technology for performance of duties; including graphics design and current publication/print software.
3. Excellent analytical and critical thinking skills and ability to use good judgment when making independent decisions.
4. Ability to develop and maintain effective working relationships with District staff, Board members, news media, and the general public.
5. Knowledge of principles, methods, procedures and strategies concerning a public information, communication, and community relations program within a public school.
6. Knowledge of legal mandates, California Education Codes, policies, regulations and guidelines pertaining to the distribution of news and public information.

PHYSICAL REQUIRMENTS:

Employees in this position must have the ability to:

1. Stand and/or sit for extended periods of time.
2. Enter data into a computer terminal/typewriter and operate standard office equipment for extended periods of time.
3. See and read a computer screen and printed matter with or without vision aids.
4. Speak so that others may understand at normal levels and on the telephone with or without hearing aids.
5. Hear and understand at normal levels and on the telephone with or without hearing aids.
6. Stand and/or walk on hard and/or uneven surfaces for extended periods of time.
7. Bend, squat, and/or stoop for brief periods of time.
8. Reach overhead, grasp, push/pull up to 25 pounds for short periods of time.
9. Lift and/or carry up to 50 pounds at waist height for short distances.

WORK ENVIRONMENT:

Employees in this position primarily will work indoors in an office environment during the course of the required work schedule. Driving a vehicle to conduct work at school sites or in the community is frequently required. Employees in this position will come in direct contact with school site staff, students, parents, and the public. In addition, the Communications Specialist may occasionally perform duties and responsibilities that occur outside school buildings and facilities on the school campus and at other school related activities and events.

DAYS OF SERVICE: 225 days

SALARY: LME 25

Board Approved: TUSD 7/12/04

Revised: TUSD 6/11/2013