

LAGUNA BEACH UNIFIED SCHOOL DISTRICT
Job Description: Communications Specialist

BASIC FUNCTION:

Under the general direction of the Assistant Superintendent, Human Resources and Public Communications, coordinate public relations activities including press releases, publication production, photography, Board meeting communications and special events; support the District's digital communication efforts, including social media and the district website; assist in establishing and maintaining a positive and consistent image of the district; perform other related work and duties as assigned.

ESSENTIAL DUTIES:

- Assist with the efficient operation of the Public Communications office in connection with and under the supervision of the Assistant Superintendent.
- Plan, coordinate and execute public relations activities and events.
- Plan and coordinate video streaming of Board of Education meetings, including but not limited to, preparation of materials, operating and switching cameras, completing post-meeting production, and archival of broadcasts.
- Create, monitor, and maintain district social media accounts, including creation of content and employment of strategies to broaden audience.
- Develop and compose various publications, including news releases, feature articles, news stories, posting, reports and other communications which highlight the goals, objectives, policies, programs, activities and accomplishments of the District, its students and staff under guidance of Assistant Superintendent.
- Establish and maintain files of news releases, articles, and other public information documents as required.
- Establish and maintain effective working relationships with newspaper, radio and television personnel, and personnel from other agencies and organizations, for the purpose of creating good public relations for the District, and assisting the Assistant Superintendent in their role as District spokesperson.
- Assist in the development of oral and written communication for both internal and external audiences.
- Update and maintain district master calendar of events.
- Provide digital photography for publications and for district personnel; provide photography to record special events.
- Manage content on district website including strategic placement of information and oversight of content accuracy and relevance.
- Collaborate with technology staff and website vendor regarding design, development, ADA compliance and support of the website.
- Creates and produces written content for website regarding school site initiatives and programs.
- Assign security access to staff with website posting privileges.

- Maintain regular contact with district and school contacts to advise and train on developing website content in alignment with district standards.
- Assist with the development, dissemination and adherence to standards for publishing on district websites, including updating and validating links.
- Assist schools and other District departments with the production and distribution of district publications, such as printed programs, brochures, and publications.
- Attend staff, committee, and Board meetings as deemed necessary by Assistant Superintendent for communication purposes.
- Generates communication-related statistics and reports and adjust strategies accordingly to improve outreach.
- Assists with developing and maintaining district logos and branding.

OTHER REPRESENTATIVE DUTIES:

- Participates in job-related or District trainings as required.
- Other duties as assigned which are consistent with the general requirements and qualifications of the position.

KNOWLEDGE, SKILLS AND ABILITIES:

Knowledge of:

- Principles of public relations and communication strategies.
- Principles of effective two-way communication.
- Principles of techniques of digital photography, video broadcasting, and graphic effects;
- Correct English usage, spelling, punctuation, and vocabulary;
- Operation of computers and web-based video streaming processes;
- Operation of communications/publication related software such as InDesign, Word, Excel, Publisher, etc.
- FERPA and district security policies and procedures.
- Advanced software applications that include word processing, publishing, and internet.
- Social media applications.
- Public relations strategies and techniques.

Ability to:

- Assist in developing, implementing, and evaluating public relations goals.
- Establish priorities and work under pressure to meet deadlines.
- Organize and handle a variety of projects simultaneously.
- Coordinate production and printing of publications and promotional materials in an effective and appropriate manner within designated timelines.
- Write creatively and clearly for broad public appeal and specialized audiences.
- Edit and proof written copy for publication in a variety of media outlets.
- Design and implement user-friendly webpages in alignment with district standards.

- Train users on web-based and social media applications, concepts, and techniques.
- Generate data and compile reports.
- Operate and use photographic equipment.
- Operate and use video streaming equipment and software.
- Communicate effectively in English.
- Establish and maintain cooperative relationships with district stakeholders and employees.
- Demonstrate an understanding of, sensitivity to, and respect for, employees, community members, and the general public at large.
- Speak within careful bounds of stated or implied policy.
- Work flexible hours that may include evening and weekend events.

Personal Qualities:

- Independent worker
- Maturity and good judgment
- Neat, professional, and polished appearance
- Willingness to assume a wide range of responsibilities
- Willingness to learn new skills to continuously improve
- Pleasant interpersonal skills
- Good organizational skills
- Commitment to professional responsibility
- React to change productively

MINIMUM REQUIREMENTS:

Experience:

Two years of broad clerical and/or public relations experience including leadership or project management oversight. Experience in a school district setting is preferred.

Education:

High School diploma or equivalent. Bachelor's degree in public relations, communications, or a related field with appropriate experience preferred. Certification or association accreditation desired but not required.

Licenses:

- Valid California Driver's License
- Evidence of insurability

WORKING CONDITIONS:

Environment:

- Indoor office work environment.
- Outdoor environment for photography and special event purposes.
- Constant interruptions.

Physical Requirements:

- Ability to frequently stand, reach, grasp, stoop, bend, push, pull, kneel, squat, and twist.
- Ability to frequently bend at the waist, kneel or crouch to retrieve and file materials and equipment.
- Ability to sit for extended periods of time.
- Ability to frequently lift and move items weighing up to 25 pounds, including office supplies, printed materials, and equipment.
- Ability to see for purposes of reading instructions, labels, and other printed matter and for the safe operation of equipment.
- Ability to hear and understand speech at normal levels in person and on the telephone.
- Ability to communicate so others will be able to clearly understand a normal conversation in person and on the telephone.
- Ability to operate computer, typewriter, calculator, copy machine, telephone, and other office equipment with dexterity and in a safe and efficient manner.

Operation of Vehicles, Machinery, and Equipment Requirements:

- Ability to travel to a variety of locations within a reasonable timeframe
- Must be able to perform basic office skills as well as publications software which may include office, multimedia, photography and computer equipment

Mental and Emotional Requirements:

- Ability to understand and follow oral and written directions
- Ability to work independently with little direction
- Ability to concentrate on and meet numerous deadlines
- Ability to establish and maintain effective working relationships with others
- Ability to make independent decisions to respond to numerous requests, deadlines, and to prioritize assignments
- Ability to exchange information
- Ability to learn the procedures, functions, and limitations of assigned duties