



## PERSONNEL COMMISSION

**Class Code: 05274**  
**Salary Range: 32 (M2)**

### **COMMUNICATIONS SPECIALIST**

#### **JOB SUMMARY**

Under general direction, perform a variety of specialized duties in support of the District's Public Information Office; participate in the marketing and communication initiatives of the District; train and evaluate the performance of assigned staff; perform related duties as assigned.

#### **EXAMPLES OF DUTIES**

*The classification specification does not describe all duties performed by all incumbents within the class. This summary provides examples of typical tasks performed in this classification.*

- Participate in the development and management of a variety of comprehensive communication programs and systems for the District including websites, social media, flyer distribution and parent/community communication systems. **E**
- Research, draft, and proofread content for press releases, newsletters, brochures, flyers, websites, agendas, correspondence, and general marketing materials; approve flyers for posting in accordance with established guidelines. **E**
- Process, prioritize and manage media requests and general information requests from community members and outside agencies; serve as a resource regarding District policies and procedures. **E**
- Develop and manage approved content for District social media and websites; share and promote relevant, positive and appropriate content from news and social media affiliates; proactively share information of interest to stakeholders. **E**
- Monitor and track news and social media activity regarding the District; maintain ongoing awareness of current issues affecting the District; draft media talking points and speeches as requested. **E**
- Serve as a contact for District staff regarding use of social media; participate in coordinating and providing technical support and training to District staff in the proper use of social media, websites, and other communication programs and systems to assure adherence to District policies and best practices. **E**
- Participate in emergency communication planning and support; monitor related news and social media coverage; disseminate information and respond to inquiries; serve as a District spokesperson as assigned. **E**
- Participate in and oversee the planning, organizing, and implementation of a variety of social events, programs, projects and activities related to the District's public information efforts; assist in taking photos and videos of events. **E**
- Provide technical expertise, information and assistance to District administration regarding department operations; assist in the formulation and development of

programs and policies; advise administration of unusual trends or issues and recommend appropriate corrective action. ***E***

- Train and evaluate the performance of assigned staff; interview and select employees and recommend transfer, reassignment, termination and disciplinary actions. ***E***
- Participate in the development of the department budget; analyze and review budgetary and financial data; control and authorize expenditures in accordance with established limitations. ***E***
- Prepare a variety of complex reports including charts and statistical data; research analyze and compile necessary information and data; maintain records, files and databases related to assigned activities. ***E***
- Communicate with administrators, school sites, parents, personnel, public agencies and vendors to coordinate activities, resolve issues, and exchange information. ***E***
- Attend and participate in a variety of meetings, conferences and in-service trainings; prepare and deliver presentations to individuals or groups concerning the Office of Public Information operations, policies, procedures and services. ***E***
- Operate a variety of office equipment including a computer and assigned software including desktop publishing software; drive a personal vehicle to conduct work. ***E***
- Perform related duties as assigned.

*Note: At the end of some of the duty statements there is an italicized "E" which identifies essential duties required of the classification. This is strictly for use in compliance with the Americans with Disabilities Act.*

### **DISTINGUISHING CHARACTERISTICS**

An incumbent in the Communications Specialist classification participates in the development and management of a variety of comprehensive communication programs and systems for the District including websites, social media, flyer distribution and parent/community communication systems. Incumbents are directly involved in developing, writing and editing a variety of print or electronically-based communication materials as well as coordinating public affairs, media, community relations and marketing activities.

### **EMPLOYMENT STANDARDS**

#### **Knowledge of:**

Principles and practices of public affairs, marketing, community relations and communication programs and systems.

General principles of layout, composition, use of graphics, and photography in communications.

Public information channels and methods of distributing news.

Techniques of managing appropriate content on websites and social media.

Elements of writing news releases and other media materials using correct English, grammar, spelling, punctuation and vocabulary.

Associated Press style and proofreading techniques.

Social media writing, best practices, and analytics.

Public speaking techniques.

Oral and written communication skills.

Applicable laws, codes, rules and regulations related to assigned activities.  
Research methods and report writing techniques.  
Budget preparation and control of expenditures.  
Principles and practices of supervision and training.  
Interpersonal skills using tact, patience and courtesy.  
Operation of a computer and assigned software.

**Ability to:**

Develop and manage content for District social media, websites and other communication programs and systems.  
Prepare compelling, jargon-free, and accurate communications for broad appeal and specialized audiences.  
Utilize web technologies, vehicles and formats to achieve communication goals.  
Analyze and select pertinent facts and integrate them into communication vehicles.  
Assure communications meet District quality standards and policies.  
Prepare and deliver oral presentations.  
Maintain confidentiality of sensitive and privileged information.  
Demonstrate empathetic listening and interpersonal skills with individuals from varying cultural and socioeconomic backgrounds.  
Understand issues from a broad, strategic perspective.  
Train, supervise and evaluate the performance of assigned staff.  
Prepare comprehensive narrative and statistical reports.  
Prepare and maintain records and files.  
Analyze and review budgetary and financial data.  
Interpret, apply and explain applicable laws, codes, rules and regulations related to assigned activities.  
Communicate effectively both orally and in writing.  
Establish and maintain cooperative and effective working relationships with others.  
Operate a variety of office equipment including a computer and assigned software including desktop publishing software.  
Prioritize, schedule and complete work with many interruptions.  
Work independently with little direction.  
Plan and organize work.

**Education and Training:**

Bachelor's degree in public relations, journalism, communications or a related field.

**Experience:**

Two years of professional or internship media and public relations experience involving print, internet and social media.

Experience communicating effectively, both orally and in writing, in Spanish is highly desirable.

Any other combination of training and experience that could likely provide the desired skills, knowledge or abilities may be considered.

**SPECIAL REQUIREMENTS**

Positions in this classification require the use of a personal automobile and possession of a valid California Class C driver's license.

**WORKING ENVIRONMENT**

Office environment.  
Driving a vehicle to conduct work.  
Occasional evening and variable hours.

**PHYSICAL DEMANDS**

Dexterity of hands and fingers to operate office equipment.  
Sitting for extended periods of time.  
Seeing to read a variety of materials.  
Hearing and speaking to exchange information and make oral presentations.

*AMERICANS WITH DISABILITIES ACT*

Persons with certain disabilities may be capable of performing the essential duties of this class with or without reasonable accommodation, depending on the nature of the disability.

**APPOINTMENT**

In accordance with Education Code Section 45301, an employee appointed to this class must serve a probationary period of one year during which time an employee must demonstrate at least an overall satisfactory performance. Failure to do so shall result in the employee's termination.