

PLEASANTON UNIFIED SCHOOL DISTRICT
Job Description

Title:	Communications and Community Relations Assistant	Reports to:	Program Administrator/Supervisor
Job Category:	Assistant	Classification Unit:	Classified
Board Approval:	November 12, 2020	Current Salary Grade:	Schedule B, Range B
Job Description Revised:		FLSA Status:	Non-Exempt

JOB SUMMARY:

Under the general supervision of the Program Administrator/Supervisor, the job of Communications and Community Relations Assistant is designed to build relationships, engage the community and share information and shape a comprehensive image of Pleasanton Unified School District. To assist with a wide variety of administrative and production functions which includes effective digital and interactive communication. Assist in maintaining the District’s online presence through PUSD’s website, social media and other online publications. Additionally, assist people entering the District office, respond to inquiries by telephone and in person from staff, the public, parents, and students. Utilization of resources from other work units is often required to perform the job's functions.

ESSENTIAL FUNCTIONS:

- Assists the Coordinator of Communications & Community Engagement to plan, implement and maintain a comprehensive communications program using a variety of media and techniques to ensure a comprehensive and accurate portrayal of District and school activities to the public.
- Assist with news media relations by logging and assisting in responses to media inquiries, maintain updated media databases, assist to maintain strong working relationships with reporters and editors, draft news releases, seek story opportunities to assist the proactive outreach to local, regional and national media to ensure communications with all interested parties are timely, clear and accurate. Ensure effective marketing of Pleasanton Unified School Districts services and programs.
- Support communication efforts with a wide variety of personnel both internally and in the community to provide up-to-date and accurate information.
- Gather, analyze, disseminate, monitor, and prepare information for internal and external audiences, including print and electronic communications including, but not limited to, press releases, newsletters, articles, brochures, marketing material, reports, video-based materials and others as required.
- Assist in organization, research, written content and layout; provide assistance to district staff and others with concerns of the writing, editing, composition, layout and production of publications as needed.
- Respond to inquiries from the general public, legislators, educators and media calls for providing information about District issues and operations, general educational issues, statistical data, policies and procedures.
- Assist in the creation of compelling content that drives engagement and grows our network of followers for the District and its schools.
- Design and curate social media content; track and report social media metrics and discover emerging trends and insights.
- Assist in the development, plans and implementation of campaigns that recruit and mobilize parents/families, credentialed teachers and community members.

- Develop digital content that fosters a best in class digital experience. Support the creative vision of updates to PUSD websites and rich text media. Update web page graphics, themes, styles and images for websites.
- Create and use landing pages as a means to manage user subscriptions, solicit contact information and engage audiences.
- Engage PUSD school campuses to generate content to share via email, digitally and on the website.
- Answer multi-line phone systems to screen calls, transfer calls, respond to inquiries and/or take messages.
- Provide appropriate level of response to situations and take appropriate action and/or directing to appropriate personnel for resolution.
- Greets public, parents, students, vendors, to respond to their inquiries and/or escorting/directing them to appropriate personnel and address immediate issues.
- Prepare written material and maintain a variety of records including calendar of activities, various logs, petty cash fund, contact lists and other databases, press releases, Public Records Act requests, informational materials, brochures, statistical data, to ensure accuracy of files and records as well as comply with district, federal and state regulations.
- Provide a broad array of general and program specific clerical functions
- Train other personnel on switchboard procedures to ensure adequate coverage and proper operation of telephone systems.

OTHER JOB RELATED DUTIES:

Performs related duties within the scope of the job classification as assigned.

REQUIRED QUALIFICATIONS:

Knowledge of:

- Public Relations and communications practices and procedures; Brand marketing; social media principles, practices and policies; elements of writing news releases; education-related information through educational research sites.
- PUSD policies and procedures.
- Maintain confidentiality; meet deadlines and schedules work as part of a team; and work with constant and sustained interruptions
- Advanced English usage, grammar, spelling, punctuation and vocabulary.
- Excellent oral and written communication skills; copyright laws
- Computer and web programs, graphic design and database management
- Special event planning and project management from concept through implementation.

Ability to:

- Schedule a significant number of activities, meetings, and/or events.
- Routinely gather, collate, and classify data and prepare reports.
- Be a motivated, creative thinker who can multitask at a high level and can work both independently and in a team environment in a wide variety of circumstances
- Forecast changes in the digital communication space to effectively use District resources
- Write in different styles; make presentations; create documents; and prepare and maintain accurate records.
- Read, interpret, apply and explain laws, documents, procedures, rules, regulations, and standards.
- Operate a variety of job-related equipment, including a computer, assigned software, phone systems, copier and related office machines.
- Organize and prioritize work to meet deadlines, timelines, and schedules.
- Answer telephones and greet the public courteously.
- Complete work with many interruptions.

- Work confidentially with discretion.
- Perform basic math, including calculations using fractions, percentages, and ratios.
- Problem solve, analyze issues and create action plans

EDUCATION AND EXPERIENCE: Any combination of education and experience that provides the required knowledge, skills and abilities.

Education: Associates or Bachelor Degree desired.

Experience: Minimum of three to five years of professional or technical experience specializing in writing, editing, and proofing articles, pamphlets, news releases, opinion pieces, and materials for use by the press, radio and television; or equivalent training, education, and experience.

TECHNOLOGY REQUIREMENTS: Demonstrated ability to create and/or maintain web and social media sites and web applications.

Required licenses, certificates, continuing education, training and other requirements:

- N/A

DESIRABLE QUALIFICATIONS:

- Previous experience working in a K-12 public education function is highly desirable.

WORKING CONDITIONS:

Environment: Indoor/Office work environment.

Physical Demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

- Occasional lifting, carrying, pushing, and/or pulling
- Significant fine finger dexterity
- Generally, the job requires 70% sitting, 15% walking, and 15% standing
- Stand; walk; and use hands to finger, handle, or feel.
- Must be able to move up to 10 pounds and occasionally lift and/or move up to 25 pounds.

Hazards:

- N/A

OTHER:

Required Testing:

- Pre-employment Proficiency Test.

Clearances:

- State Mandated Training
- Criminal Justice/Fingerprint
- TB Clearance

Pleasanton Unified School District is an Equal Opportunity Employer. The information contained in this job description is for compliance with the Americans with Disabilities Act (A.D.A.). Reasonable accommodations are made under A.D.A. as required by law.