



For the future of every student

CLASS TITLE: COMMUNICATIONS AND OUTREACH COORDINATOR

BASIC FUNCTION:

Under the direction of the Director of Communications, plans, coordinates, and implements strategic communications and marketing plans. Produces written and graphic content for digital platforms; implements and maintains communication and marketing platforms, including websites, mass communications systems, survey platforms, social media, digital flyer platforms, mobile apps, etc. Serves as an active liaison with District staff, members of the community, as well as external vendors.

REPRESENTATIVE DUTIES:

ESSENTIAL DUTIES:

Works with the Director and other departments to coordinate and implement public relations campaigns to enhance the visibility, stature, and presence of the District and its employees in the community, including developing strategic communications plans such as the Superintendent Strategic Communications Plan and Recruitment Communications and Marketing Plan.

Produces written and graphic communications and marketing. Designs layout and content for brochures, publications, newsletters, and promotional materials. Creates video content for use by the District's Communications and Outreach department. Serves as lead photographer for the department. Serves as the liaison between VUSD and CAPS Media- serving on its Board of Directors. Serves as liaison between VUSD and VACE's TDC Studios and ECTC.

Edits press releases on behalf of school sites and District departments.

Maintains District website content, serves as the lead content expert for FinalSite, meets with site and district website coordinators quarterly to update on best practices and new features on all platforms, and organizes all District and site training on digital platforms overseen by Communications and Outreach. Assist in moving all employees off of non-approved platforms onto approved platforms. Regulates and manages the access rights of different users. Finds, diagnoses, and fixes District website content problems, including broken links (internal and external), typographical errors, formatting inconsistencies, security issues, and performance problems. Implements and maintains ADA website compliance WCAG 2.0 standards and trains users on compliance requirements.

Monitors traffic and metrics for the District website, social media channels, and email marketing; prepares reports and offers analysis and conclusions to help drive content decisions.

Maintains the VUSD brand, quality control, and appropriateness throughout all print and digital media content. Trains and collaborates with District staff to coordinate messaging between print and digital platforms in service of the District's overall communications strategy. Ensures that all

District and school communications and marketing adhere to brand standards. Assists in creating and maintaining guidelines and standards as needed.

Monitors user-generated content (such as conversation threads, video posts, blog comments, tweets, etc.) within VUSD social network pages, respond to inquiries and removes inappropriate content.

Assists in implementation and training of VUSD Ambassador program (outreach volunteers), department intern program, and the site and district social media coordinators and website coordinators.

Participates in local school and community events to develop and promote positive community relations with city and county leaders, community and parent groups, area agencies, and businesses.

Consults with school-based and district office administrators and staff to obtain information on current events, activities, programs, and other topics of general interest to the public.

Train and provide work direction and guidance to district personnel and assigned interns; assign duties and review completed work and work in progress for accuracy, completeness and compliance with established standards and procedures.

When the Director is unavailable, serves as the spokesperson for the District in media relations, including directly responding to media inquiries; maintains confidentiality of sensitive and privileged information.

Other duties as assigned that support the overall objective of the department.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Principles, methods, procedures, and strategies related to communications and community relations programs.

District goals, needs, and procedures.

Legal mandates, policies, regulations, and guidelines related to distributing news and public information.

Methods, techniques, and procedures for preparing digital communications such as video development and editing and social media best practices.

Strategic planning, public relations, special event planning, and project management.

Web page development, use, and maintenance.

Well-developed knowledge of and skill at using English grammar, punctuation, vocabulary, spelling, and editing and proofreading techniques.

Strong human relations skills to network, enhance community partnerships, and collaborate with diverse individuals and groups.

Interpersonal skills using tact, patience, and courtesy.

Personal computer-based software programs that support this level of work, including but not limited to advanced skills in word processing, spreadsheet, and presentation.

Effective oral communication to speak in public, conduct meetings, and make presentations.

ABILITY TO:

Effectively and efficiently organize and coordinate communications, marketing, and community relations programs.

Systematically and skillfully organize, design, layout, and edit public information and promotional materials.

Seek out and cultivate news and information resources.

Remain informed of social media platforms and social media marketing trends and strategies.

Communicate effectively in oral, written, and electronic formats utilizing a journalistic and technical writing style.

Prepare and deliver oral presentations.

Understand and follow oral and written instructions.

Train and provide work direction and guidance to staff and assigned personnel.

Establish and maintain cooperative and effective working relationships with news media, community leaders, and District administrators.

Work confidentially with discretion.

Operate standard office equipment.

Work independently while establishing and maintaining appropriate project deadlines.

Travel to various locations and work flexible hours.

Maintain regular and consistent attendance.

EDUCATION AND EXPERIENCE:

Any combination of education, training and/or experience equivalent to a Bachelor's degree in English, Communications, Journalism, Marketing, Public Relations, or related field, and three years of experience in coordinating, developing, and implementing communications, outreach, media, and public relations activities, including writing, editing, designing and layout of publications and producing video content. Bilingual (Spanish) skills preferred but not required.

LICENSES AND OTHER REQUIREMENTS:

A valid California driver's license.

This classification may require the ability to fluently speak, read, and write a designated second language.

WORKING CONDITIONS:**ENVIRONMENT:**

Office environment.

Driving a vehicle to conduct work.

PHYSICAL DEMANDS:

Ability to function indoors in an office environment engaged in work of a moderately sedentary nature.

Ambulatory ability to sit for extended periods, utilize computers and peripheral equipment, and to move about various school districts, community, or related locations.

Near visual acuity to read printed materials and computer screen.

Auditory ability to carry on conversations in person and over the phone.

Retrieve work materials from overhead, waist, and ground-level files.

Manual and finger dexterity to write, keyboard, and operate computer and other standard office equipment.

Approved by Personnel Commission:

08/25/2022