

## Western Placer Unified School District

### POSITION DESCRIPTION

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Position Title:           **MARKETING AND COMMUNICATIONS OFFICER**  
Department:            District Office  
Reports to:             Superintendent

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#### **SUMMARY:**

Under the direction of the Superintendent and/or designee, disseminate information regarding both the mission of the District, as established by the Board of Trustees, and its programs; serves as public relations counsel to the Superintendent and Superintendent's Cabinet; develop and coordinate the District's public information programs and events; prepare press and media releases; establish effective vehicles for communicating internally within the District and with the community at large to project a positive image of the District; serves as District spokesperson and media coordinator (traditional and social media). (Develop and implements a marketing plan to retain and increase student enrollment)

#### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- \* Prepares labor negotiations communication and strategy development.
- \* Coordinates communications and public relations for the District; provides strategic planning and implements public, employee and media relations strategies.
- \* Coordinates and oversees the development, design, and production of publications including but not limited to, visual presentations, internal and external web sites, social media, newsletters, brochures, digital marketing, advertising, and surveys.
- \* Oversees District ADA Web Compliance.
- \* Plans and organizes special events, activities, and marketing to enhance District public relations.
- \* Develops and evaluates the District's public relations, marketing, communication and public affairs strategy; executes effective Communication campaigns and programs.
- \* Coordinates marketing activities.
- \* 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.
- \* Assists in enhancing public relations and communication skills of administrators as assigned; assists administrators in developing techniques for interacting with the media, public and others; assists District employees in preparing for media interviews.
- \* Assists schools and departments in coordinating media coverage; prepares and distributes media releases and story pitches that highlight school and District programs and successes.
- \* Serves as public relations advisor to the Superintendent and 'cabinet.
- \* Researches and writes articles and speeches for use by the Superintendent and Board of Education members.
- \* Develops and maintains the appropriate budget(s).
- \* Supports the emergency preparedness, crisis planning and response needs of the District.
- \* Attends Board meetings and community activities as required.
- \* Represents WPUSD at community functions and on committees.
- \* Plans, organizes, publicizes, and attends various district related informational events, recognition programs and competitions.
- \* Performs other related duties as assigned.

**SUPERVISORY RESPONSIBILITIES:**

Responsible for supervising employees based on the position.

**QUALIFICATION REQUIREMENTS:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/ or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**EDUCATION and/or EXPERIENCE:**

Bachelors degree in marketing, communications, or other related field. Knowledge of schools and school systems.

**CERTIFICATES, LICENSES, REGISTRATIONS:**

Valid driver's license and use of private vehicle.

**LANGUAGE SKILLS:**

Excellent verbal, written and interpersonal communication skills. Excellent English usage, spelling, grammar, punctuation, and composition. Current technology for performance of duties; including graphics design and current publication/print software;

**MATHEMATICAL SKILLS:**

Excellent analytical and critical thinking skills and ability to use good judgment when making independent decisions.

**REASONING ABILITY:**

Exercise independent discretion and good judgment. Work independently with minimal direction or supervision.

**OTHER SKILLS and ABILITIES:**

Develop and maintain effective working relationships with District staff, Board members, news media, and the general public. Exercise independent discretion and good judgment. Operate professional video productions and editing equipment. Work independently with minimal direction or supervision. Stand and/or sit for extended periods of time. Enter data into a computer and operate standard office equipment for extended periods of time. See and read a computer screen and printed matter with or without vision aids. Speak so that others may understand at normal levels and on the telephone with or without hearing aids. Hear and understand at normal levels and on the telephone with or without hearing aids. Stand and/or walk on hard and/or uneven surfaces for extended periods of time. Bend, squat, and/or stoop for brief periods of time.

**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. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to stand, walk, sit, and talk or hear. The employee is occasionally required to reach with hands and arms and stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, and depth perception.

**WORK ENVIRONMENT:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.

***The information contained in this job description is for compliance with the American with Disabilities Act (A.D.A.) and is not an exhaustive list of the duties performed for this position. The individuals currently holding this position perform additional duties and additional duties may be assigned.***