



## JOB DESCRIPTION

**Position Code:** 286  
**Management Group:** Cabinet  
**Work Days:** 225  
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**POSITION TITLE:** Senior Director, Community Relations

**DEFINITION:** Under direction of the superintendent, the senior director of community relations is responsible for the overall public relations of the San Juan Unified School District including planning, directing and coordinating internal and external communications, marketing, community engagement, strategic partnership development, governmental relations and media relations; serves as primary public relations counsel to the superintendent, superintendent's cabinet and leadership of the district; ensures effective and efficient day-to-day operations of assigned departments.

**DIRECTLY RESPONSIBLE TO:** Superintendent of Schools

**SUPERVISION OVER:** Classified staff as assigned

**DUTIES AND RESPONSIBILITIES:** (Any one position may not include all of the duties listed; the listed examples do not include all duties and responsibilities which may be found in positions within this classification.)

1. Provide professional public relations counsel and assistance to district staff and the Board of Education pursuant to board policies and administrative regulations.
2. Build and maintain public support for public education and the school system in collaboration with the superintendent, superintendent's cabinet, leadership staff and administrators.
3. Develops, directs, and evaluates the district's public relations, marketing, communication, and public affairs strategy
4. Serves as Superintendent's spokesperson in contacts with the media and a wide variety of public and private organizations.
5. Serve as a liaison between the district and the media, and serve as the district's chief spokesperson, handling sensitive and controversial issues.
6. Represents San Juan Unified at community, state, and national functions, as requested by the Superintendent.
7. Organizes and plans regular meetings of various groups.
8. Develops and maintain working relationships with community leaders, organizations, and members of the media.
9. Ensures adequate opportunities for participation and input by families and community members in district decision making processes.
10. Manages the development and production of district marketing communications, including print and electronic publications, collateral materials, presentations, website content, social networking sites such as Twitter and Facebook, new media productions, advertising, media relations, and television broadcasts for staff and the community.
11. Builds capacity of San Juan Unified staff in communications by providing training on variety of topics, including public engagement and media.
12. Coach and facilitate the work of district leaders, managers, and supervisors in communicating more effectively with employees.
13. Maintains a continuous flow of information which projects an accurate image of the district, its mission and its vision to its internal and external publics by reporting achievements and problems of significance in all areas of district endeavoring.
14. Responsible for the editing of materials designed for internal and external communications for

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- credibility, understandability, readability, format, style, content, grammar and composition.
15. Attends Board of Education meetings and advises the governing board and administration on matters relating to community attitudes toward the district and its programs.
  16. Analyzes district informational services for effectiveness and coverage and provides leadership in improving the process.
  17. Serves in advisory and consultant capacities to the superintendent, district and school administrators, teachers and others in matters concerning communications between persons and groups, including contacts with the media.
  18. Assists in the development of and presentation before public bodies of major activities in which the district is involved.
  19. Ensures information is constantly flowing to staff, parents, community, and the media during district/site emergencies.
  20. Works closely with superintendent or designee in legislative efforts and dissemination of information regarding effect of legislation on the district.
  21. Responsible for organizing and implementing special events, recognition programs and other district-related activities.
  22. Maintains and oversees budgets.
  23. Other duties as assigned.

### QUALIFICATIONS

#### Education and Experience:

Any combination of training, education and experience equivalent to a bachelor degree or higher from accredited college or university with an emphasis in journalism, English or public relations; and increasingly responsible experience in public relations management, public information, public affairs of similar occupation; advance degree or accreditation in public relations preferred. Progressively responsible experience, preferably in supervisory or administrative capacity, conducting complex research and/or media analysis in a major media market, experience in a supervisory or administrative capacity, and on-camera media experience preferred.

#### Licenses and Certificates:

- Possession of a valid California driver's license

#### Knowledge, Skills, and Abilities:

- Knowledge of principles and techniques of consumer and market research
- Knowledge of principle and techniques in public relations
- Knowledge of the Brown Act, laws related to freedom of the press and free access to public information
- Knowledge and understanding of local news media market
- Skill in analyzing relationships among complex data and/or employee groups
- Ability to communicate clearly and effectively
- Ability to maintain confidential information
- Ability to apply creativeness and originality in developing practical approaches to unique problems
- Ability to translate and project education objectives into broad terms of public understanding and circulation
- Excellent verbal and written communication skills

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### Health

- Evidence of freedom from active tuberculosis (CA Education Code section 49406)

### **WORKING CONDITIONS**

#### Work Environment:

- Indoor office or meeting room environment
- Drive a vehicle to conduct work

Typical Physical Characteristics: (with or without use of aids; consideration will be given to reasonable accommodation).

- Inspect documents and other written materials with fine print
- Communicate to exchange information in person, with small groups and on the telephone
- Remain in a stationary position for extended periods of time
- Sufficient physical mobility to move about the district and drive an automobile
- Physical, mental and emotional stamina to endure long hours under sometimes stressful conditions

This job description is not a complete statement of essential functions and responsibilities. The district retains the discretion to add or change typical duties of a position at any time.

Board Approved: 6/29/2016  
Revised: 8/10/1987  
Revised: 11/10/1987  
Revised: 5/10/1988  
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Revised: 6/27/2000  
Revised: 5/31/2006  
Revised: