



## JOB DESCRIPTION

**Position Code:** 482  
**Classified Group:** CSEA  
**Salary Range:** 50  
**Work Days:** 260  
Page 1 of 3

**POSITION TITLE:** Communication Specialist II

**DEFINITION:** Under the direction of the Senior Director, Community Relations, performs a variety of specialized duties in the research, preparation, composition, design, editing and distribution of a variety of materials in print and/or electronic format; assist schools and departments in implementing effective communication plans; develop and maintain a specialized knowledgebase and skill set relevant to assigned communicating duties, including, but not limited to, website structure, maintenance and content, site/department communication strategies, social media platforms and evolving trends in the communication world; Must be able to identify and resolve technical issues in communication platforms on a routine basis and develop and deliver technical trainings on a regular basis.

**DIRECTLY RESPONSIBLE TO:** Senior Director, Public Relations and Communications

**SUPERVISION OVER:** N/A

**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. Provides support to school sites and departments in the development, implementation and maintenance of their websites; reviews district websites for conformity to district standards and initiates steps to bring websites into compliance as necessary; supports effective social media presences for the district and individual schools.
2. Participates in the coordination and implementation of public, employee and media relations strategies at the district level or for a school/program.
3. Contributes to the development of comprehensive communication plans.
4. Serves as a resource to district administrators and staff and provides information related to strategic communications and public relations, including the dissemination of non-confidential information related to collective bargaining; provides assistance to district staff and others concerning the writing, editing, composition, layout and production of publications as needed.
5. Assists staff in responding to media inquiries by determining appropriate resources for responses.
6. Arranges and coordinates media interviews as instructed.
7. Researches, prepares, composes, designs, edits and distributes a variety of materials including, but not limited to press releases, promotional materials, newsletters, handbooks, manuals, correspondence, brochures, advertisements, presentations, posters, camera-ready artwork, guides, directories and web-based documents in support of established communication goals.
8. Conducts interviews and photographs students, teachers, administrators, staff and the public; attends, photographs and reports on District events and activities as assigned.
9. Assists with the coordination and production of videos of district events, programs and staff.
10. Supports emergency communication efforts and media management during a crisis situation.
11. May plan and organize special events and activities to enhance public relations; coordinates major district events as assigned.

12. Delivers trainings in appropriate use of communication tools and strategies to school and district staff; explains related graphics, templates, logos, photography, standards, principles, techniques practices and procedures.
13. Manages and maintains vendor relationships as needed.
14. Provides excellent customer service and develops and maintains professional relationships with news media, business representatives, community members, and district staff.
15. Responds to phone calls, e-mails, letters, and other communications.
16. Performs related work as required.

## **QUALIFICATIONS:**

### Education and Experience:

Any combination of education/experience equivalent to a Bachelor's degree with major course work in communications, public relations, marketing, graphic design or a related field and previous experience in journalism, public relations or another communications-related field. Experience with electronic media and web applications required. Experience with HTML, CSS and/or .NET programming is desirable but not required.

### Licenses and Certifications:

- Valid California Class C driver's license issued by the California Department of Motor Vehicles within 30 days of hire or before driving any vehicle requiring this license

### Knowledge, Skills, and Abilities:

- Knowledge of public relations and communications practices and procedures
- Knowledge of public relations' code of ethics
- Knowledge of social media applications
- Knowledge of all facets of the production process of a periodical or newsletter
- Knowledge of public speaking techniques
- Knowledge of copyright laws
- Knowledge of correct English usage, grammar, spelling, punctuation and vocabulary
- Knowledge modern office practices, procedures and equipment
- Knowledge of graphic design principles and techniques
- Knowledge of accessibility issues as they relate to communication tools and platforms
- Knowledge of laws and regulations impacting communication tools and strategies
- Ability to plan and organize special events and activities to enhance public relations
- Ability to serve as a Spokesperson for the District
- Ability to analyze situations accurately and take effective course of action
- Ability to handle multiple tasks, work under pressure and work with priorities/deadlines subject to frequent change
- Ability to prepare a variety of publications and materials
- Ability to conceptualize project objectives and effectively utilize knowledge to create the optimum impact
- Ability to compose media stories, publications, letters, memorandums, or other documents that provide accurate and effective information regarding the topic or subject
- Ability to organize and edit rough draft copy according to accepted rules of style and syntax
- Ability to utilize photographic equipment to take pictures
- Ability to use good judgment and have a strong sense of ethics
- Ability to operate a computer, peripheral equipment and assigned software used in graphic layout and production

- Ability to establish and maintain records and reports, and maintain a confidentiality of privileged information obtained in the course of work
- Ability to communicate effectively both verbally and in writing
- Ability to work effectively with all levels of district staff, parents, and the community
- Ability to plan and organize work and meet schedules and timeline
- Ability to work independently with little direction
- Ability to complete work with many interruptions
- Ability to maintain consistent, punctual and regular attendance

**WORKING CONDITIONS:**

Work Environment:

- Indoor setting in an office and classroom environment
- Outdoor 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
- Sufficient color vision to distinguish various shades of color;
- Sufficient dexterity to perform manual manipulation and utilize photographic and other equipment
- Mental acuity to determine size and arrangement of illustrative material, style and/or type sizes
- Communicate to exchange information in person, in small groups, and/or on the telephone

Other Characteristics:

- Willingness and ability to work evenings

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: 06/28/2017