



JOB DESCRIPTION

Position Code: 556
Management Group: SJAA
Salary Range: 20
Work Calendar: 003
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POSITION TITLE: Director, Communication

DEFINITION: Under direction of the Chief of Staff, plans, organizes, controls and directs proactive public relations, marketing, and communication programs extending to the district's internal employees and external constituencies.

DIRECTLY RESPONSIBLE TO: Chief of Staff

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 that may be found in positions within this classification.):

1. Develops and manages the district's strategic plan for communication, evaluates its effectiveness annually and makes adjustments/updates as needed.
2. Develops, implements and evaluates comprehensive marketing strategies in support of district schools and programs.
3. Researches, plans, implements, maintains and evaluates the use of communication tools throughout the district including but not limited to mass notification systems and website content management systems.
4. Ensures that feedback provided by stakeholder groups is considered in the district's decision-making process.
5. Advocates for and implements policies and practices that ensure equity in the district's communication efforts.
6. Serves as spokesperson for the district, board of education, and superintendent as the primary point-of-contacts with the media and a wide variety of public and private organizations.
7. Provides advisory and consultative services to the superintendent's cabinet members, district and school administrators, teachers, and other in matters concerning communication and marketing between persons and groups.
8. Maintains a continuous flow of information which projects an accurate image of the district to its internal and external publics by reporting achievements and problems of significance in all areas of district endeavoring.
9. Responsible for the preparation and dissemination of news releases, reports, information bulletins, resolutions, newsletters, social media content, and other district publications for news media, faculty, staff, community, and parents.
10. Responsible for the editing of materials designed for internal and external communications for credibility, understandability, readability, format, style, content, grammar, and composition.
11. Develops and maintains a proactive communication program with the public, district staff and media while establishing and maintaining positive relationships with members of print, radio, online, and television media.

12. Initiates and maintains communications with Non-English language media and the populations they serve.
13. Develops, coordinates the implementation of, and evaluates the use of tactics used to sample public attitudes, perceptions, and trends as they relate to district operations, needs and initiatives.
14. Establishes means for effective communication with all levels of district employees.
15. Assists in the development of and presentation before public bodies of major activities in which the district is involved.
16. Provides for immediate responsiveness to ensure information is constantly flowing to staff, parents, community, and the media during district/site emergencies and at all times.
17. Provides training for the board, administrators, and other staff regarding communication and marketing efforts including relations with news media.
18. Provides supervision to and ensures professional growth of assigned staff members.
19. Maintains and oversees departmental budget.
20. Performs other duties as assigned.

QUALIFICATIONS:

Graduation from a 4-year accredited college or university with specialization in journalism, English, communications, marketing or public relations plus at least 5-years experience in public relations management, public information, public affairs, journalism, education or related industry. Accreditation in Public Relations (APR) highly preferred as is strong media relations and prior K-12 school system experience.

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 principles and techniques of consumer and market research, *marketing tactics, principals of public relations and communication theory*
- *Knowledge of district operations, policies and objectives*
- *Knowledge of principles of public and community relations*
- *Knowledge of interpersonal skills using tact, patience, and courtesy*
- *Knowledge and skill in use of computers and assorted software programs*
- *Ability to effectively supervise, train and evaluate the performance of assigned personnel*
- *Ability to plan, organize and direct the work of others and the activities for a department or district wide*
- *Ability to analyze situations and adopt an effective course of action*
- *Ability to establish priorities and meet deadlines*
- Ability to analyze and resolve problems with tact and diplomacy
- Ability to understand and follow verbal and written instruction
- Ability to communicate effectively both verbally and in writing with administrators, staff, students, and the community
- Ability to work independently, with minimum direction, and make decisions within the framework of established guidelines
- Ability to work effectively with all levels of district staff, parents, the community and other external agencies
- Ability to establish and maintain records, and maintain a confidentiality of privileged information obtained in the course of work

WORKING CONDITIONS:

Work Environment:

- Indoor office environment
- Moderate noise
- Frequent interruptions and significant distractions

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, in small groups, and/or on the telephone
- Move about facilities to conduct work, including walking, standing, sitting, or remaining in a stationary position for long periods of time
- Physical, mental and emotional stamina to endure long hours under sometimes stressful conditions
- Operate office equipment requiring repetitive hand movement and fine coordination

Other Characteristics:

- Ability to work additional hours periodically and weekends on occasion
- Ability to travel locally and attend conferences/seminars periodically

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: 8/22/1973
Revised: 8/10/1987
Revised: 11/10/1987
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