



## JOB DESCRIPTION

**Position Code:** TBD  
**Classified Group:** CSEA  
**Salary Range:**50  
**Work Calendar:**01  
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**POSITION TITLE:** Cultural Communication Specialist

**DEFINITION:** Under the direction, creates, edits and evaluates communication materials with an emphasis on building engagement and responsiveness among specific cultural or language groups. Provides culturally relevant and responsive input to the district's communication strategies. Works to remove barriers and increase access to district, school and community programs and resources for students and families.

**DIRECTLY RESPONSIBLE TO:** Director of Communication

**SUPERVISION OVER:** Interns, volunteers or student workers 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. Participates in the coordination and implementation of public, employee and media relations strategies at the district level or for a school/program.
2. Provides a culturally relevant lens to the development of comprehensive communication plans.
3. Provides strategic counsel on methods to engage families and others who speak specific languages. Implements methods as directed.
4. May represent the district in media interviews as directed.
5. May facilitate or support the facilitation of public meetings including but not limited to practices which enable participation by non-English speaking participants such as interpretation.
6. Researches, prepares, composes, designs, edits and distributes a variety of materials including but not limited to news releases, promotional materials, newsletters, handbooks, manual, correspondence, brochures, advertisements, presentations, posters, camera-ready artwork, guides, directories and web-based documents in support of established communication goals.
7. Conducts interviews, photographs and records students, teachers, administrators, staff and the public as assigned.
8. Attends district, school and community events as assigned to generate content for district communication channels and/or represent the communication department.
9. May assist or guide the coordination and production of videos.
10. Translates written and spoken communications as directed.
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.

13. Develops and maintains professional relationships with news media, business representatives, community members, district staff, students and families.
14. Responds to phone calls, emails, letters and other communications.
15. Performs other related work as assigned.

**QUALIFICATIONS:**

Education and Experience:

Any combination of education/experience equivalent to a Bachelor's degree with major course work in communication, public relations, marketing, graphic design or a related field and previous experience in a communication or education related field. Must be bicultural, including fluent in both written and oral language, in designated culture.

Experience with video production, website creation or multilingual communication is highly preferred.

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 and designated second language usage, grammar, spelling, punctuation and vocabulary
- Knowledge of 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 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 and/or video equipment
- Ability to provide professional counsel to other district staff
- Ability to operate a computer, peripheral equipment and assigned software used in graphic layout and production

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- 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 in English and designated second language
- Ability to work effectively with all levels of district staff, parents and the community
- 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 office setting and classroom environment
- Outdoor environment
- Continuous contact with staff, students, parents and the community
- Drive a vehicle to conduct work

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

- Communicate to exchange information both in person, in small groups and/or on the telephone
- 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 size
- Communicate to exchange information in person, in small groups, and/or on the telephone

Other Characteristics:

Willingness and ability to work evenings and/or weekends for events or other special needs

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:** TBD