

DINUBA UNIFIED SCHOOL DISTRICT

CLASS TITLE: COMMUNICATIONS TECHNICIAN – DISTRICT OFFICE

BASIC FUNCTION:

Under the direction of the Assistant Superintendent performs responsible and technical tasks related to providing support to the Dinuba Unified School District's public relations program including: assisting in delivering information about the DUSD's programs, activities, objectives; assisting in the production of a variety of digital publications intended for print and digital delivery; and assisting assigned supervisor with a wide variety of administrative and media production functions.

REPRESENTATIVE DUTIES:

ESSENTIAL DUTIES: Assists in carrying out external communications publications (e.g.: annual reports, newsletters, brochures, flyers, signage, related materials) to communicate visuals supporting program/department activities and partner school organizations.

Assists in artwork (e.g. logos, infographics, charts, etc.) for the purpose of providing materials and methods of presenting complex data that can be clearly understood by the general public.

Assists in creating brochures, pamphlets and related information materials at the direction of the supervisor.

Provides assistance in supporting communications program using a variety of media and techniques (e.g. publications, video, marketing, web site content, etc.) for the purpose providing an accurate portrayal of the program/department activities to the public and highlighting the work of partner schools and organizations.

Responsible for website maintenance for the purpose of addressing the needs of multiple parties and ensuring a uniform format and consistent message.

Assists in carrying out communication strategies set by supervisor for the purpose of conveying the work of the program/department and related organizations.

Participates in planning and carrying out special events for the purpose of providing support for department functions and activities.

Assists in conducting trainings and/or presentations for assigned department staff for the purpose of conveying information required to perform functions.

Communicates with a wide variety of personnel for the purpose of providing up-to-date and accurate information related to the program/department's activities and functions.

Attends and participates in workshops and seminars as assigned for the purpose of conveying and/or gathering information required to perform functions.

Performs record keeping and various other administrative support functions for the purpose of documenting activities, providing written reference, conveying information and/or supporting department operations.

Maintains a variety of files and records (e.g. news releases, informational materials, brochures, statistical data, etc.) for the purpose of providing complete and accurate documentation an audit trail.

Carries out a wide variety of communication products in written or electronic format (e.g. newsletters, service guides, annual reports, etc.) assigned by supervisor for the purpose of documenting activities and issues, conveying information, meeting compliance requirements, and/or providing supporting materials to identified target audiences.

Researches and compiles data from various sources on a variety of topics for the purpose of securing information for preparing required communications, maintaining a media library and/or responding to various requests.

Responds to inquiries from various parties (e.g. school districts, other departments, community agencies, etc.) for the purpose of providing information, direction and/or referral to other parties.

OTHER DUTIES:

Perform related duties as assigned for the purpose of ensuring the efficient and effective functioning of the program/department.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

- Graphic design, media principles and practices
- Modern office practices, customer service principles and practices
- Principles, editing layout of print and online media
- Software applications required to perform job functions
- Required to compose a variety of documents, and/or facilitate group discussions
- Analyze situations to define issues and draw conclusions
- Perform basic math, including calculations using fractions, percentages, and/or ratios
- Read technical information
- Operating standard office equipment and using advanced software applications
- Special event planning
- Organizing and setting priorities
- Analyzing situations and adopting effective course of action
- Preparing reports and maintaining accurate records
- Addressing the public tactfully and courteously
- Proper use of English, grammar, spelling punctuation and vocabulary
- Showing initiative in planning and completing work tasks
- Planning and managing projects
- Maintaining cooperative working relationships
- Monitoring latest job-related trends and technologies

ABILITY TO:

Collaborate with a wide range of individuals on projects, communicating both orally and in writing

Be flexible with changing priorities and be able to problem solve to meet scheduled deadlines

EDUCATION AND EXPERIENCE:

Bachelor's degree in related field preferred; any combination of related education and experience which demonstrates the ability of perform the duties and responsibilities as described. Two years' related experience is required (marketing, communications). Specialized training or experience in graphic design required. Prior experience in education preferred.

LICENSES AND OTHER REQUIREMENTS:

If required to operate a vehicle during the course of employment, must possess a valid California's drivers' license and evidence of insurability. TB test clearance, Criminal Justice Fingerprint Clearance. Bilingual preferred. Incumbents may be required to be proficient in English and a designated second language and pass an oral and written proficiency test in a designated second language.

WORKING CONDITIONS:

ENVIRONMENT:

Office environment.
Constant interruptions.

PHYSICAL DEMANDS:

Hearing and speaking to exchange information in person or on the telephone.
Dexterity of hands and fingers to operate a computer keyboard.
Seeing to read a variety of materials.
Sitting, standing and walking for extended periods of time.
Bending the waist, kneeling or crouching to file and retrieve materials.
Reaching overhead and above shoulders to retrieve supplies or records.
Lifting, carrying, pushing and pulling moderately heavy objects.

Employee _____ Date _____

The above statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified.

Board Approved: April 28, 2022