



Lompoc Unified School District
1301 N A Street
Lompoc, CA 93436
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Title: Director, Communications and Engagement

Reports to: Superintendent and Assistant Superintendent Education Services

Work Year: 219 days

Employment Status: 1.0 Full Time Equivalent

Benefits: Eligible to participate in district medical, dental and vision insurance.

Purpose of Position: The Director of Communications and Engagement is responsible for fostering new and deeper partnerships with families, community members and other educational partners, as well as leading and aligning communications across the District. Additionally, the Director of Communications and Engagement will serve a lead role in aligning the District's communications and engagement efforts with the District's mission, vision, core values, goals and strategies.

Essential Functions:

This position includes but is not limited to the following list of essential functions:

- Builds a multi-year, multifaceted educational partner engagement and communication plan, that includes short-range and long-range goals for expanding and increasing the effectiveness of partnerships and communication.
- Supports the creation of a collaborative environment in which students, staff, families, and community members are involved and empowered educational partners in the governance of schools and the district.
- Coordinates large scale district-wide calendar and events for the District, such as district-wide forums and parent and student advisory councils, that provide opportunities for students, staff, families, and community members and organizations to learn about the District and provide input into the District's vision, plans, and operations.
- Supports partnership activities between families and staff by providing support and ideas related to Open Houses, Back to School Nights, school tours, celebrations, and special events, such as family nights.
- Collaborates with multiple agencies and community organizations to align and coordinate services.
- Markets and publicizes various district opportunities, services, feedback opportunities, with a particular focus on highlighting the accomplishments of students and staff.
- Develops and distributes staff, family and community communications such as press releases, videos, podcasts, newsletters, phone messages, emails, social media posts, and advertisements.
- Conducts interviews and photographs students, teachers, administrators, staff, and the public; attends, photographs, videotapes, and reports on district-related events and activities for families and the community; produces and edits prints, graphics, and images for production and reproduction.
- Composes effective staff, family, community correspondence independently; references data, statistics, policies, regulations in preparing correspondence; reviews and edits correspondence created by others. Composes effective emergency and crisis management communication.

Director, Communications and Engagement (continued)

- Coordinates and monitors the District's social media presence; ensures social media communications are consistent with established style, voice, and branding protocols; develops content and responses for the District's social media accounts.
- Works in partnership with the Information Technology department to design and maintain a district website that engages effectively with the community.
- Provides support to schools in managing and maintaining digital footprints for and organization of media and social media platforms such as website, Facebook, Instagram, etc.
- Serves as a technical resource to and communicates with students, staff, administrators, community partners, and the public; provides and exchanges information, resolves various issues and concerns, and provides detailed and technical information concerning related operations activities, schools, data, events, policies, and procedures.
- Trains school site point persons on parent communication platforms (i.e. ParentSquare) and other key tools to be used to communicate with students, staff and families.
- Participates in a variety of work groups, committees, and task forces to design, develop and implement web-based applications and other media to communicate the District's programs, objectives, mission and vision.
- Serves as point person for the District's workforce housing efforts, collaborating with cabinet, staff, community partners, and the public to navigate the steps necessary, especially in the challenging first few years, for a successful workforce housing project.
- Thoughtfully and clearly communicates with staff, community partners and the public across various platforms regarding the data-informed need for affordable workforce housing. Communicates steps towards securing workforce housing as they are taken.
- Supports the Board of Education in its concerted efforts as a governance team, serving as a conduit and resource for communication.
- Performs related duties, as assigned.

Knowledge, Skills, and Abilities:

- Ability to perform all of the duties of the job that support its function and objectives.
- Knowledge of ways to engage staff, students, families, and community members.
- Knowledge of current, relevant communications tools, such as social media platforms, publishing software, photo and video creation and editing tools.
- Knowledge of marketing, advertising, and branding strategies, specifically for schools/school districts.
- Knowledge of Lompoc and the surrounding area.
- Ability to interact effectively with staff, students, families, community members.
- Ability to write effectively. Correct English usage, grammar, spelling, punctuation and vocabulary. Oral and written communication skills.
- Interpersonal skills using tact, patience and courtesy.
- Ability to create both short-term and long-term plans aligned with LUSD mission, vision, goals and objectives.
- Ability to prioritize effectively.
- Ability to collaborate and supervise aligned with district expectations.

Working Conditions & Physical Demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential responsibilities and functions of the job and are not meant to be all inclusive. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential responsibilities and functions of the job.

- Ability to stand and circulate for extended periods of time.
- Office, outdoor and classroom environment. Constant interruptions
- Driving a vehicle to conduct work.
- Exerting up to 24 pounds of force occasionally to lift, carry, push, pull, or otherwise move objects.

- Sitting, walking or standing for extended periods.
- Perceiving the nature of sound, near and far vision, depth perception, providing oral information, the manual dexterity to operate equipment, and handling and working with various material objects providing written or electronic information.

Education and Experience:

- Bachelor's degree in related field
- Master's degree preferred
- Job related experience with internal/external communication
- Experience using multiple communication modalities, including social media, print media and oral communication
- Previous experience coaching and managing teams
- Three (3) years of experience in the role of a Principal, Director, Coordinator, or similar position preferred
- Leadership experience in planning, organizing, and implementing professional development which aligns school plans with District priorities
- Any combination of experience and training that would likely provide the required knowledge and skill is qualifying

Certifications:

- Valid administrative credential authorizing service
- Valid California Class C Driver's License

Strongly Desired Qualifications:

- Bilingual in English and Spanish.

FLSA Status:

Exempt

The District reserves the right to update, revise or change this job description and related duties at any time.

Board Approved: December 12, 2023