

OXNARD SCHOOL DISTRICT

1051 South "A" Street • Oxnard, California 93030 • 805/385-1501



THE PERSONNEL COMMISSION
SUPPORTING EDUCATION THROUGH MERIT

PERSONNEL COMMISSION MEMBERS

Mr. Ernest Morrison, Chair
Mr. Paul Robinson, Vice Chair
Mr. Edward M. Castillo, Member

AGENDA
SPECIAL MEETING
Tuesday, April 4, 2023

4:30 p.m. Special Meeting
Portable 403 of the ESC
1051 South A Street, Oxnard, CA 93030

SPECIAL MEETING

Note: In accordance with the requirements of the Americans with Disabilities Act and related federal regulations, individuals who require special accommodation, including but not limited to an American Sign Language interpreter, accessible seating or documentation in accessible formats, should contact the Personnel Commission before the meeting date. Any materials relating to an agenda item that are distributed less than 72 hours prior to a meeting are available at the Personnel Commission Office located at 1051 South "A" Street, Oxnard, California 93030

Section A: ORDER OF BUSINESS

A.1 Call Meeting To Order

A.2 Roll Call

A.3 Adoption of the Agenda

Section B: INFORMATION/DISCUSSION ITEMS (Copies of draft job descriptions will be available at the meeting)

These items are presented for information or study only, no action will be taken. The Personnel Commission will review and discuss the proposed job descriptions, invite input from staff, management, union, and classified staff who attend the meeting.

B.1 Proposed Job Title Changes (45)

B.2 Proposed Job Description Revisions for Child Nutrition Services (3)

B.3 Proposed Job Description Revisions for Clerical Support (20)

B.4 Proposed Job Description Revisions for Community Relations (7)

B.5 Proposed Job Description Revisions for Fiscal (5)

B.6 Proposed Job Description Revisions for Human Resources (4)

B.7 Proposed Job Description Revisions for Instructional Support (18)

B.8 Proposed Job Description Revisions for Maintenance/Operations (15)

B.9 Proposed Job Description Revisions for Purchasing/Graphics/Warehouse (6)

B.10 Proposed Job Description Revisions for Technology (6)

B.11 Proposed Job Description Revisions for Transportation (7)

B.12 Proposed Job Description Revisions for Other Classified (1)

B.13 Proposed Job Description Revisions for Confidential (5)

B.14 Proposed Job Description Revisions for Management (25)

B.15 Proposed Reclassification (Facilities Services Specialist)

B.16 Proposed Reclassification (Technology Services Technician)

B.17 Proposed New Classification (Director of Communication and Public Engagement)

Section C: CLOSED SESSION PUBLIC PARTICIPATION/COMMENTS

Persons wishing to address the Personnel Commission on an agenda item identified in the Closed Session agenda may address the Personnel Commission

Section D: CLOSED SESSION

The Personnel Commission will convene to closed session for the following items:

D.1 Pursuant to Section 54957 of the Government Code, the Personnel Commission will consider a personnel matter concerning:

- Public Employee Appointment-Director of Classified Human Resources

D.2 Reconvene to open session and report out of closed session.

The Personnel Commission will report on any action taken in closed session.

Section E: ADJOURNMENT

**Classified Job Title Recommendations
 (revised after input from PC 3-9-23 & Managers) 3-30-23**

Current Job Title	Proposed Job Title
Accounting Specialist III	Accounting Specialist
Accounting Specialist IV	Senior Accounting Specialist
Adaptive Technology Specialist	Adaptive Technology Specialist, Visually Impaired
Administrative Assistant to the Director, Certificated Human Resources	Administrative Assistant - Human Resources
Attendance Accounting Specialist I	Student Attendance Specialist
Attendance Accounting Specialist II	Data and Attendance Support Specialist
Attendance Accounting Technician	Student Attendance/Record Technician
Chief Information Officer	Chief Technology Information Officer
Child Nutrition Worker	Cook - Assistant
Director of Finance	Director of Fiscal Services
District Enrollment Center Manager	Manager, District Enrollment Center
District Testing and Assessment Coordinator	Coordinator of District Testing and Assessment
District Textbook Coordinator	Coordinator of District Textbook
District Translator	District Translator/Interpreter
Executive Assistant to the Asst. Supt of HR	Executive Assistant
Executive Assistant to the Asst. Supt of Ed Ser.	Executive Assistant
Executive Assistant to the Asst. Supt of Business Ser.	Executive Assistant
Executive Assistant to the Superintendent	Executive Assistant to the Superintendent & Board of Trustees
Facilities Materials Specialist	Facilities Logistics Specialist
Facilities Technician (Spanish Bilingual)	Facilities Office Technician (Spanish Bilingual)
Grounds Maintenance Worker I	Grounds Maintenance Worker
Grounds Manager	Grounds Services Manager
Health Care Technician	Licensed Vocational Nurse
Information Technology Project Coordinator	Coordinator, Information Technology Projects
Instructional Assistant, RSP	Paraeducator - Special Education
Instructional Assistant, RSP (Spanish Bilingual)	Paraeducator - Special Education
Instructional Assistant, SH/B	Paraeducator - Special Education
Instructional Assistant, SHIM	Paraeducator - Special Education
Instructional Physical Handicapped Assistant	Paraeducator - Special Education

Intermediate School Secretary	School Secretary
Maintenance Manager	Maintenance Services Manager
Office Assistant II	Office Assistant
Office Assistant II (CNS)	Office Assistant - CNS (Bilingual)
Office Assistant III	Office Technician
Paraeducator II	Paraeducator - Special Education
Paraeducator III	Paraeducator - Special Education
Paraeducator-Special Education	Paraeducator - Special Education
Parent Support Liaison	District Parent Support Liaison
Payroll Technician	Payroll Accounting Technician
Records Assistant	Records Mail Room Technician
Risk Manager	Risk and Benefits Manager
School Office Manager	Lead School Office Secretary
Senior Manager, Maintenance and Operation	Senior Manager, Maintenance and Operation Services
Site Technology Coordinator	Coordinator, Information Technology Support
Technology Services Technician	Information Technology Support Specialist

PERSONNEL COMMISSION AGENDA ITEM

Name of Contributor: TR Lin

Date of Meeting: April 04, 2023

Agenda Section: Section D: Reports/Other Information/Discussion Items

Proposed Job Description Revisions for Child Nutrition Services (3)

- Child Nutrition Services Operations Specialist
- Child Nutrition Cafeteria Coordinator
- Child Nutrition Worker

RECOMMENDATION:

Information only, no action is needed.

PERSONNEL COMMISSION AGENDA ITEM

Name of Contributor: TR Lin

Date of Meeting: April 04, 2023

Agenda Section: Section D: Reports/Other Information/Discussion Items

Proposed Job Description Revisions for Clerical Support (20)

- Attendance Accounting Specialist II
- District Testing & Assessment Coordinator
- District Textbook Coordinator
- Administrative Assistant
- School Office Manager
- English Learner Data Technician
- Special Education Data Technician
- Attendance Accounting Specialist I
- District Translator
- Attendance Accounting Technician
- Facilities Technician
- Intermediate School Secretary
- Office Assistant III
- Secretary
- District Office Receptionist (revised 11/10/2022)
- Library/Media Technician
- Translator
- Health Assistant
- Office Assistant II
- Records Assistant

RECOMMENDATION:

Information only, no action is needed.

PERSONNEL COMMISSION AGENDA ITEM

Name of Contributor: TR Lin

Date of Meeting: April 04, 2023

Agenda Section: Section D: Reports/Other Information/Discussion Items

Proposed Job Description Revisions for Community Relations (7)

- District Community Liaison
- Outreach Specialist
- Parent Support Liaison
- Interpreter/Community Support Liaison-Trilingual
- Special Education Service Coordinator
- After School Program Site Coordinator (new 3/9/23)
- Family Liaison

RECOMMENDATION:

Information only, no action is needed.

PERSONNEL COMMISSION AGENDA ITEM

Name of Contributor: TR Lin

Date of Meeting: April 04, 2023

Agenda Section: Section D: Reports/Other Information/Discussion Items

Proposed Job Description Revisions for Fiscal (5)

- Position Control Specialist
- Senior Payroll Technician
- Accounting Specialist IV
- Payroll Technician
- Accounting Specialist III

RECOMMENDATION:

Information only, no action is needed.

PERSONNEL COMMISSION AGENDA ITEM

Name of Contributor: TR Lin

Date of Meeting: April 04, 2023

Agenda Section: Section D: Reports/Other Information/Discussion Items

Proposed Job Description Revisions for Human Resources (4)

- Credential Technician
- Risk Management Specialist
- Human Resources Technician
- Human Resources Assistant

RECOMMENDATION:

Information only, no action is needed.

PERSONNEL COMMISSION AGENDA ITEM

Name of Contributor: TR Lin

Date of Meeting: April 04, 2023

Agenda Section: Section D: Reports/Other Information/Discussion Items

Proposed Job Description Revisions for Instructional Support (18)

- School Occupational Therapist
- Speech-Language Pathology Assistant
- Preschool Teacher
- Paraeducator - Hearing Impaired (Sign Language)
- Health Care Technician
- Adaptive Technology Specialist
- Paraeducator - Hearing Impaired (Oral Speech)
- Registered Behavior Technician
- Language Assessment Technician (Spanish Bilingual) (revised 11/10/22)
- Paraeducator - Special Education
- Instructional Assistant - Special Ed. (SH)
- Paraeducator III
- Infant Program Assistant
- Paraeducator II
- Instructional Assistant - Special Ed. (RSP)
- Instructional Physically Handicapped Assistant
- Preschool Assistant
- Paraeducator - General Education

RECOMMENDATION:

Information only, no action is needed.

PERSONNEL COMMISSION AGENDA ITEM

Name of Contributor: TR Lin

Date of Meeting: April 04, 2023

Agenda Section: Section D: Reports/Other Information/Discussion Items

Proposed Job Description Revisions for Maintenance/Operations (15)

- Grounds Maintenance Lead
- Electrician
- Heating, Ventilation, & Air Conditioning Technician
- Plumber
- Locksmith
- Facilities Materials Specialist
- Grounds Maintenance Specialist
- Irrigation Specialist (revised 7/16/2022)
- Maintenance Worker II
- Grounds Equipment Operator (revised 7/14/22)
- Lead Custodian
- Maintenance Worker I
- Security/Maintenance Worker (N)
- Grounds Maintenance Worker I (revised 7/14/22)
- Custodian

RECOMMENDATION:

Information only, no action is needed.

PERSONNEL COMMISSION AGENDA ITEM

Name of Contributor: TR Lin

Date of Meeting: April 04, 2023

Agenda Section: Section D: Reports/Other Information/Discussion Items

Proposed Job Description Revisions for Purchasing/Graphics/Warehouse (6)

- Buyer
- Reprographics Coordinator
- Reprographics Technician
- Shipping/Receiving Clerk/Delivery Driver
- Warehouse Worker/Delivery Driver
- Instructional Materials Warehouse Attendant/Driver

RECOMMENDATION:

Information only, no action is needed.

PERSONNEL COMMISSION AGENDA ITEM

Name of Contributor: TR Lin

Date of Meeting: April 04, 2023

Agenda Section: Section D: Reports/Other Information/Discussion Items

Proposed Job Description Revisions for Technology (6)

- Network Systems Analyst
- Information Technology Project Coordinator
- Site Technology Coordinator
- Technology Services Technician
- Information Systems Data Technician

RECOMMENDATION:

Information only, no action is needed.

PERSONNEL COMMISSION AGENDA ITEM

Name of Contributor: TR Lin

Date of Meeting: April 04, 2023

Agenda Section: Section D: Reports/Other Information/Discussion Items

Proposed Job Description Revisions for Transportation (7)

- Vehicle & Equipment Mechanic
- Transportation Router/Scheduler
- Transportation Dispatcher/Scheduling Assistant
- Bus Driver/Mechanic Assistant
- Bus Driver
- Cover Bus Driver/Office Assistant
- Transportation Driver

RECOMMENDATION:

Information only, no action is needed.

PERSONNEL COMMISSION AGENDA ITEM

Name of Contributor: TR Lin

Date of Meeting: April 04, 2023

Agenda Section: Section D: Reports/Other Information/Discussion Items

Proposed Job Description Revisions for Other Classified (1)

- Campus Assistant

RECOMMENDATION:

Information only, no action is needed.

PERSONNEL COMMISSION AGENDA ITEM

Name of Contributor: TR Lin

Date of Meeting: April 04, 2023

Agenda Section: Section D: Reports/Other Information/Discussion Items

Proposed Job Description Revisions for Confidential (5)

- Executive Assistant to the Asst. Superintendent of Human Resources
- Executive Assistant to the Asst. Superintendent of Ed. Services
- Executive Assistant to the Asst. Superintendent of Business Services
- Human Resources Analyst
- Administrative Assistant to Director, Certificated Human Resources

RECOMMENDATION:

Information only, no action is needed.

PERSONNEL COMMISSION AGENDA ITEM

Name of Contributor: TR Lin

Date of Meeting: April 04, 2023

Agenda Section: Section D: Reports/Other Information/Discussion Items

Proposed Job Description Revisions for Management (25)

- Asst. Director of Child Nutrition Services
- Maintenance Manager
- Grounds Manager
- Custodial Services Manager
- Warehouse Manager
- Enrollment Center Manager
- Web Content Analyst
- Executive Assistant to the Superintendent
- Senior HR Analyst
- Accounting Manager/Internal Auditor
- Director of Transportation
- Director of Early Childhood Education Programs
- Human Resources Manager
- Risk Manager
- Director of Communications and Public Engagement
- Director of Child Nutrition Services
- Senior Manager, Maintenance & Operations
- Director of Purchasing
- Director of Network Operations
- MEP Maintenance & Energy Programs Manager
- Director of Facilities
- Director of Fiscal Services (revised 3/9/23)
- Director of Classified Human Resources
- Chief Information Officer
- Assistant Superintendent, Business & Fiscal Services (Senior Management, on contract)

RECOMMENDATION:

Information only, no action is needed.

Facilities Support Services Specialist

Job descriptions are intended to present a descriptive list of the range of job functions performed by employees in the class. Job descriptions are not intended to reflect all duties and tasks performed within the job.

Purpose Statement

The job of Facilities Support Services Specialist is done for the purpose/s of performing a variety of budgetary, purchasing, account payable and clerical duties; communicating information to staff and the public; maintaining accurate records; translating oral and written materials in both English and Spanish; and performing a variety of tasks to support the Facilities Department.

This job reports to Director of Facilities or designee.

Essential Functions

- Processes requisitions from facilities staff (e.g. entering information into Escape; processing quote, estimate and/or proposal; adding budget codes; creating and finalizing purchase orders; verifying receipts and statements, etc.) for the purpose of preparing for the submission for approval and sending to accounts payable.
- Reconciles a variety of facilities budget and financial data (e.g. invoices, fees, payments, etc.) for the purpose of maintaining accurate financial processes and ensuring compliance with established accounting practices.
- Prepares invoices; collects and verifies a variety of payments and fees; and contacts parties to follow-up on pending invoices for the purpose of ensuring accurate and timely receipt of funds to the Facilities Department.
- Procures supplies and materials; receives packing slips and receipts from staff and documenting the purpose on purchase orders. for the purpose of
- Serves as the assistant budget person for the facilities department (e.g. processing and tracking multiple budget codes, answering purchasing and budget inquiries; monitoring end-of-year closing, etc.) for the purpose of maintaining adequate services for the Facilities Department.
- Performs a variety of technical clerical tasks (e.g. typing reports, schedules, lists, forms or other materials from straight copy or rough draft, utilizing Computerized Maintenance Management System and software application programs, etc.) for the purpose of enhancing the efficiency of the Facilities Department functions.
- Initiates and responds to work order directions and inquiries using department assigned equipment or material for the purpose of maintaining clear communication with manager and designee.
- Prepares standardized documents, e.g., form letters, memos, calendars, bulletins; receives and documents invoices for the purpose of communicating information to other parties.
- Organizes, runs, and maintains manual and electronic documents, files, and Escape system (e.g. weekly budget reports, W-9 tax form for vendors, records, forms, logs, etc.) for the purpose of providing up-to-date information and/or historical reference in accordance with established administrative guidelines and legal requirements.
- Responds to inquiries from a wide variety of sources (e.g. district employees, vendors, auditors, administration, etc.) for the purpose of facilitating communication and providing guidance among several parties; providing information and referral for addressing inquiry.
- Translates a wide variety of written materials for the purpose of ensuring accuracy and clarity in translating English to Spanish and translating from Spanish to English.
- Attends budget, department and/or in-service meetings for the purpose of gathering information required to perform duties.

Other Functions

- For positions with bilingual designations, performs the essential job functions utilizing bilingual skills, translates verbal and written communication(s) and attends various meetings to translate and interprets for the purpose of assisting the public, students, teachers, and parents in communicating and assuring smooth and efficient operations as needed.
- Performs reasonably related other job functions and tasks as may be required for the purpose of supporting other personnel in the completion of their work activities and ensuring the efficient and effective functioning of the assigned work site and Facilities, Maintenance and Operations.

Job Requirements: Minimum Qualifications

Skills, Knowledge and Abilities

SKILLS are required to perform single, technical tasks with a potential need to upgrade skills in order to meet changing job conditions. Specific skill based competencies required to satisfactorily perform the functions of the job include: performing accounting procedures; operating standard office equipment including effectively using pertinent software applications; preparing and maintaining accurate records; analyzing data; and providing customer service.

KNOWLEDGE is required to perform basic math, including calculations using fractions, percents, and/or ratios; read a variety of manuals, write documents following prescribed formats, and/or present information to others; and solve practical problems. Specific knowledge based competencies required to satisfactorily perform the functions of the job include: financial analyses and/or budget analyses; principles and objectives of budget preparation; financial record keeping methods; district organization and administration; and laws, rules, and regulations governing public agency and school district purchasing policies and procedures, accounting and budgeting operations; office methods and practices; business telephone etiquette; grammar, spelling, and punctuation; office practices; recordkeeping and record retention practices.

ABILITY is required to schedule activities and/or meetings; gather, collate, and/or classify data; and use basic, job-related equipment. Flexibility is required to work with others in a variety of circumstances; work with data utilizing defined and similar processes; and operate equipment using defined methods. Ability is also required to work with a diversity of individuals and/or groups; work with a variety of data; and utilize specific, job-related equipment. Problem solving is required to identify issues and create action plans. Problem solving with data may require independent interpretation; and problem solving with equipment is limited. Specific ability based competencies required to satisfactorily perform the functions of the job include: working with detailed information/data; making arithmetic calculations quickly and accurately; preparing clear and comprehensive budget reports; adapting to changing work priorities; accuracy and attention to detail; dealing with frequent interruptions; diffusing argumentative behavior; meeting deadlines and schedules; organizing tasks; and working as part of a team.

Responsibility

Responsibilities include: working under limited supervision following standardized practices and/or methods; leading, guiding, and/or coordinating others; monitoring budget expenditures. Utilization of some resources from other work units is often required to perform the job's functions. There is some opportunity to impact the organization's services.

Work Environment

The usual and customary methods of performing the job's functions require the following physical demands: some lifting, carrying, pushing, and/or pulling, some stooping, kneeling, crouching, and/or crawling and significant fine finger dexterity. Generally the job requires 90% sitting, 5% walking, 5% standing. The job is performed in a generally hazard free environment.

Experience: Job related experience is required.

Education: High school diploma or equivalent.

Equivalency: Any combination equivalent: Graduation from high school or evidence of equivalent educational proficiency. Two (2) year of responsible clerical office experience, with one (1) of the years working with financial and/or clerical accounting assignments.

Required Testing

Job-Related Skills Proficiency Test
Spanish Language Proficiency Test

Certificates and Licenses

None Specified

Continuing Educ. / Training

Mandated Reporter Training
Mandated Training on Software Application

Clearances

Criminal Background Clearance

FLSA Status
Non Exempt

Approval Date

Salary Grade
CSEA - 20.5

Working together to achieve the Oxnard School District vision for student success

Technology Services Technician

Job descriptions are intended to present a descriptive list of the range of job functions performed by employees in the class. Job descriptions are not intended to reflect all duties and tasks performed within the job.

Purpose Statement

The job of Technology Services Technician is done for the purpose/s of providing system and application support to District and school sites, staff, students, and community members; installing, troubleshooting, and maintaining computer hardware and peripheral equipment; diagnosing and repairing hardware and network failures; and resolving operational issues at school sites.

This job reports to Chief Information Officer or Designee.

Essential Functions

- Serves as technical resource to users and personnel for the purpose of providing technical information and assistance by phone or on site.
- Installs computer hardware, peripherals, and application software (e.g. adjusting, repairing, replacing parts, etc.) for the purpose of maintaining overall site operations.
- Provides technical assistance to students, staff, and community on using computers and software programs including remote access and on the proper use of peripheral electronic equipment used to enhance presentations and viewing for the purpose of conveying pertinent information regarding systems use.
- Troubleshoots and diagnoses malfunctions of software applications (e.g. tablets, mobile devices, peripheral equipment, switches, routers, access points, etc.) for the purpose of repairing and resolving operational issues and restoring services.
- Trains students, staff, and community members on the use of technology equipment and District software for the purpose of ensuring their ability to use new and/or existing equipment and applications.
- Participates in the planning, organization, and implementation of activities related to the installation, configuration, and maintenance of computer hardware, network, software, tablets, and mobile devices; telecommunications using VoIP technology; various peripheral equipment; and assisting in the installation and initial configuration of access switches for the purpose of supporting district and school functions and related activities.
- Participates in the imaging of computers, tablets, and mobile devices and loads specific software packages for the purpose of ensuring equipment is working appropriately with software loads.
- Responds to a variety of technical questions from district personnel, community and students for the purpose of providing information and solving technical issues.
- Repairs computers, peripherals, and electronic equipment for the purpose of maintaining equipment in a safe and functional operating condition.
- Communicates and assists staff members, students, and community members on site or remotely for the purpose of identifying and resolving issues; checking on lost/broken equipment and receipts/invoices; and/or needed repairs.
- Coordinates repair work schedules with school personnel for the purpose of minimizing disruption of services and/or inconvenience.
- Compiles and responds to work orders for the purpose of identifying and resolving repair and replacement needs.
- Supports District staff on a variety of software applications and hardware operations for the purpose of providing ongoing technical support and providing technical information and assistance.

- Distributes technological equipment to teachers, students, and staff (e.g. iPads, laptops, hot spots, projectors, interactive panels, televisions, iPhones, etc.) for the purpose of ensuring the efficient and effective distribution of equipment.
- Maintains a variety of manual and electronic documents, files, and records (e.g. inventory, equipment maintenance, repair history, time worked, services provided, etc.) for the purpose of documenting activities, conveying information and/or providing an up-to-date reference and audit trail.
- Attends departmental meetings for the purpose of providing and/or gathering information relating to job functions.

Other Functions

- For positions with bilingual designations, performs the essential job functions utilizing bilingual skills, translates verbal and written communication(s) and attends various meetings to translate and interprets for the purpose of assisting the public, students, teachers, and parents in communicating and assuring smooth and efficient operations as needed.
- Performs reasonably related other job functions and tasks as may be required for the purpose of supporting other personnel in the completion of their work activities and ensuring the efficient and effective functioning of the assigned work site.

Job Requirements: Minimum Qualifications

Skills, Knowledge and Abilities

SKILLS are required to perform multiple, technical tasks with a potential need to upgrade skills in order to meet changing job conditions. Specific skill based competencies required to satisfactorily perform the functions of the job include: adhering to safety practices; updating and maintaining accurate records; office practices, procedures, and equipment; diagnosing and troubleshooting technology related problems; reading interpreting, and applying technical information; understanding and following written and oral directions; and operating a variety of office machines and equipment.

KNOWLEDGE is required to perform basic math, including calculations using fractions, percents, and/or ratios; read a variety of manuals, write documents following prescribed formats, and/or present information to others; and solve practical problems. Specific knowledge based competencies required to satisfactorily perform the functions of the job include: computer and server hardware functions and capability; maintenance, and repair of interface devices, computers, printers, monitors, etc.; principles, functions, and concepts of LANs and WANs; operation of computer and electronic test equipment and tools; network and software maintenance and preventive measures techniques; troubleshooting techniques for hardware, software, and networking issues; data security standards and practices; and safety measures.

ABILITY is required to schedule activities; gather and/or collate data; and consider a variety of factors when using equipment. Flexibility is required to work with others in a wide variety of circumstances; work with data utilizing defined but different processes; and operate equipment using a variety of standardized methods. Ability is also required to work with a wide diversity of individuals; work with a variety of data; and utilize a wide variety of types of job-related equipment. Problem solving with data frequently requires independent interpretation of guidelines; and problem solving with equipment is moderate to significant. Specific ability based competencies required to satisfactorily perform the functions of the job include: adapting to changing work priorities; establishing effective working relationships; maintaining confidentiality; working independently and exercising initiative and good judgement; communicating terminology and difficult technical concepts clearly and effectively in oral and written form; being attentive to detail; and working under time constraints.

Responsibility

Responsibilities include: working under limited supervision following standardized practices and/or methods; providing information and/or advising others; operating within a defined budget. There is a continual opportunity to impact the organization's services.

Work Environment

The usual and customary methods of performing the job's functions require the following physical demands: occasional lifting, carrying, pushing, and/or pulling, some climbing and balancing, significant stooping, kneeling, crouching, and/or crawling and significant fine finger dexterity. Generally the job requires 20% sitting, 30% walking, 50% standing. The job is performed in a generally hazard free environment and in a clean atmosphere.

Experience: Job related experience is required.

Education: Community college and/or vocational school degree with study in job-related area.

Equivalency: Any combination equivalent to: An Associate degree or two years (48 semester or 72 quarter units) of college-level coursework or equivalent including a minimum of 12 units of coursework in computer science, management information systems, or a closely related field. Two (2) years of experience in the installation, operation, and maintenance of computer workstations, servers, server systems, peripherals, local area networks, and related equipment.

Required Testing

Job-Related Skills Proficiency Test

Certificates and Licenses

Valid Driver's License & Evidence of Insurability

Continuing Educ. / Training

Mandated Reporter Training

Clearances

Criminal Background Clearance

FLSA Status

Non Exempt

Approval Date

Salary Grade

CSEA - 27

Working together to achieve the Oxnard School District vision for student success

Director of Communication and Public Engagement

Job descriptions are intended to present a descriptive list of the range of job functions performed by employees in the class. Job descriptions are not intended to reflect all duties and tasks performed within the job.

Purpose Statement

The job of Director of Communication and Public Engagement is done for the purpose/s of serving as a principal advisor and providing visionary and proactive leadership in the development, implementation, and direction of the District's internal and external communications, marketing and media relations programs and services; promoting the support for the District through public engagement; serving as a spokesperson for the District in media relations; supervising and collaborating with Web Content Analyst; and performing a variety of other job functions relative to assigned area of responsibility.

This job is distinguished from similar jobs by the following characteristics: This is a single position classification responsible for overseeing the District's public engagement and communications to ensure understanding and support for the District and its goals and objective in order to support student learning and achievement.

This job reports to Superintendent or Designee.

Essential Functions

- Develops and implements the District's internal and external communications, marketing and media relations, and community engagement programs and services for the purpose of assuring District communications are in alignment with the mission, vision, and values of the Board of Education and Superintendent of Schools.
- Plans comprehensive marketing and media processes (e.g. press releases, media relations, community outreach, social media, websites and other outlets; create daily media coverage, etc.) for the purpose of enhancing the understanding, transparency, awareness and support of the District's strategic goals, operations and programs.
- Serves as a liaison and public relations and community engagement strategist and principal advisor to the Superintendent of Schools regarding District initiatives, goals and priorities planning for the purpose of focusing on forward-looking messaging and strategic communications.
- Develops strategic leadership to a visionary and proactive community engagement program for the purpose of promoting public education and functions and services of the District utilizing business, philanthropic and community resources.
- Serves as the spokesperson for the District; coordinates press conferences and the releases of information to the media and the public; and issues or directs the issuance of official statements on behalf of the District for the purpose of advocating for District positions and initiatives.
- Oversees a marketing program that enhances the District's image in the eye of the public, elected officials, and corporate community for the purpose of developing and maintaining brand image, positioning and messaging for the District.
- Monitors assigned budget allocations, expenditures, fund balances and related financial activities for the purpose of ensuring that allocations are accurate, revenues are recorded, expenses are within budget limits and/or fiscal practices are followed.
- Consults with appropriate departments on internal/external communications issues and the production of publications and presentation materials for the purpose of ensuring agency-wide communication are in compliance with stated policies and procedures.
- Performs personnel functions (e.g. interviewing, evaluating, training, supervising, etc.) for the purpose of maintaining adequate staffing, enhancing productivity of personnel and achieving objectives within budget.

- Collaborates with the Information Technology Services to further the progress of communications technology for the purpose of promoting the quality of interchange necessary for internal and external audiences.
- Researches a variety of topics (e.g. public policy, education code constraints, labor cases, etc.) for the purpose of ensuring compliance with regulatory requirements and established guidelines; securing information for planning; and/or responding to requests.
- Facilitates and participates in a variety of meetings, workshops, conferences, seminars; serves on assigned committee; conducts presentations for the purpose of identifying issues, developing recommendations, supporting other staff, and serving as a District representative.
- Develops and prepares a wide variety of documents and written or electronic materials (e.g. emergency and crisis management communications, press releases, newsletters, etc.) for the purpose of documenting activities and issues, conveying information, meeting compliance requirements, and/or providing supporting materials.
- Compiles data from a wide variety of sources (e.g. community groups, Board, staff/departments, etc.) for the purpose of analyzing issues, ensuring compliance with organization policies and procedures, and/or monitoring program components.

Other Functions

- Performs reasonably related other job functions and tasks as may be required for the purpose of supporting other personnel in the completion of their work activities and ensuring the efficient and effective functioning of the school district.

Job Requirements: Minimum Qualifications

Skills, Knowledge and Abilities

SKILLS are required to perform multiple, technical tasks with a need to occasionally upgrade skills in order to meet changing job conditions. Specific skill based competencies required to satisfactorily perform the functions of the job include: operating standard office equipment including utilizing pertinent software applications; planning and managing multiple projects; developing and administering budgets; and skillful in public speaking.

KNOWLEDGE is required to perform basic math, including calculations using fractions, percents, and/or ratios; review and interpret highly technical information, write technical materials, and/or speak persuasively to implement desired actions; and analyze situations to define issues and draw conclusions. Specific knowledge based competencies required to satisfactorily perform the functions of the job include: strategies of preparing and disseminating communications and media for a large public sector organization; marketing and media relations, and community engagement programs and services; media press releases, media relations, community outreach, social media, and websites; project management techniques; issues and challenges facing large, diverse, urban school districts; public education trends and issues; diverse needs and concerns of individuals from varying socioeconomic and cultural backgrounds; survey research and planning methodologies; supervision and training; and budget preparation and control.

ABILITY is required to schedule a number of activities, meetings, and/or events; often gather, collate, and/or classify data; and consider a number of factors when using equipment. Flexibility is required to independently work with others in a wide variety of circumstances; analyze data utilizing defined but different processes; and operate equipment using a variety of standardized methods. Ability is also required to work with a diversity of individuals and/or groups; work with a variety of data; and utilize a variety of job-related equipment. Problem solving is required to analyze issues and create action plans. Problem solving with data frequently requires independent interpretation of guidelines; and problem solving with equipment is moderate to significant. Specific ability based competencies required to satisfactorily perform the functions of the job include: communicating with diverse groups; meeting deadlines and schedules; setting priorities; working as part of a team; working independently in a variety of situations; flexible to changing conditions; making quick and accurate decisions; working with multiple projects; developing and monitoring budgets; dealing with frequent interruptions and changing priorities; supervising and evaluating the performance of assigned personnel; maintaining confidentiality; communicating effectively both orally and in writing and in making presentations; planning and organizing work; and facilitating communication between persons with frequently divergent positions.

Responsibility

Responsibilities include: working under limited supervision following standardized practices and/or methods; directing other persons within a department, large work unit, and/or across several small work units; monitoring budget expenditures. Utilization of resources from other work units is often required to perform the job's functions. There is some opportunity to significantly impact the organization's services.

Work Environment

The usual and customary methods of performing the job's functions require the following physical demands: some lifting, carrying, pushing, and/or pulling, some stooping, kneeling, crouching, and/or crawling and significant fine finger dexterity. Generally the job requires 80% sitting, 10% walking, 10% standing. The job is performed under minimal temperature variations and in a generally hazard free environment.

Experience: Job related experience with increasing levels of responsibility is required.

Education: Bachelors degree in job-related area.

Equivalency: Any combination equivalent to a Bachelor’s degree in english, communications, journalism, marketing, public relations or related field. A Master’s degree in one of these disciplines is highly desirable. Four (4) years of experience in coordinating, developing, and implementing communications, community engagement, media, and public relations activities including writing, editing, designing and layout of publications. Experience communicating effectively, both orally and in writing, in Spanish is highly desirable.

Required Testing

Job-Related Skills Proficiency Test

Certificates and Licenses

Valid Driver’s License & Evidence of Insurability

Continuing Educ. / Training

Mandated Reporter Training

Clearances

Criminal Background Clearance

FLSA Status

Exempt

Approval Date

Salary Grade

CLASS Mngmt - M

Working together to achieve the Oxnard School District vision for student success