

**PLEASANTON UNIFIED SCHOOL DISTRICT  
JOB DESCRIPTION**

**TITLE:** DIRECTOR OF COMMUNICATIONS

**CLASSIFICATION:** CLASSIFIED MANAGEMENT

**REPORTS TO:** SUPERINTENDENT

**DESCRIPTION:**

Under the direction of the Superintendent, the Director of Communication plans, develops, organizes, and administers all aspects of the district's communication, public information, and community relations efforts. The Director cultivates and grows strong relationships between the district and its stakeholders and the larger community by leading communication outreach and by developing partnerships, in support of the district's mission. The Director leads internal and external communications among district departments, sites and the community at large. The Director plans, organizes, and implements highly visible and proactive communication strategies, programs and initiatives to inform and engage the district's employees, parents/guardians, and community. The Director coordinates the district's media relations, and serves as the district's primary spokesperson with news media, as needed or requested by the Superintendent. The Director oversees and manages the public engagement functions of the district by developing relationships with city, county and state organizations to project a positive image of the district. The Director initiates and sustains partnerships among schools and with the community to improve opportunities for students, staff, and families.

**PERFORMANCE RESPONSIBILITIES:**

- Develop and implement an effective district-wide strategy to effectively communicate with staff and constituents, and establish and maintain positive relationships with multiple stakeholders.
- Represent the district's communications needs as a strategist with the Superintendent's cabinet and the Board of Education.
- Attend community functions as a district representative.
- Meet regularly with community representatives to communicate district objectives and needs in order to garner support for students and staff.
- Provide assistance to the Superintendent and other district leaders on communication protocol, including sensitive and/or confidential matters.
- Coordinate media communication in emergencies, critical incidents, and high-profile situations.
- Oversee digital communications strategies and manages digital, web and social media communications.
- Act as a liaison between site and/or district administrators in gathering and sharing factual information with the media and public at large.

- Develop and continuously enhance an integrated communications network within and between units, other divisions in the district with the Board of Education and the community in order to support an effective work environment; communicate Board policies, objectives and service innovations to district staff and the general community; facilitate the dissemination of information about and the utilization of services provided by the district.
- Serve as a member and work closely with the Superintendent's Executive Cabinet and Leadership Team to facilitate communication and ensure implementation of state objectives in a timely and efficient manner.
- Suggest ways to position the district with civic and business leadership and Board of Education members on issues that have a direct, strategic impact on the core initiatives.
- Develop and maintain brand image, positioning, and messaging for the district.
- Develop district-wide advertising and public relations campaigns and collateral materials to market PUSD.
- Support implementation of the district's Local Accountability Area Plan (LCAP), especially as it relates to parent/guardian and community engagement.
- Coordinate and develop surveys to enhance the district's communication and partnership objectives.
- Other related duties as assigned by the Superintendent.

#### KNOWLEDGE OF:

- In-depth knowledge of the theory, principles, practices and methods associated with administration of a full-service Communication Department.
- Principles and practices of administration, supervision, and training.
- Advanced verbal and written communication skills, including high-level English, grammar, spelling, composition, and vocabulary.
- Advanced journalism techniques, modern new media structure, and processes for effective media relations.
- Marketing, reputation management, and public awareness building practices.
- Working effectively with people from different cultures who value the interest of our diverse community.
- Web page development, use, and maintenance.
- Interpersonal skills using tact, patience, and courtesy to adapt to divergent situations.
- District organization, operations, policies and objectives.
- Budget preparation and control, and the ability to modify systems, procedures, and programs within the area of responsibility.
- Applicable laws, codes, regulations, policies and procedures.

#### ABILITY TO:

- Provide leadership, direction and accountability for assigned programs and personnel
- Direct complex programs of maintenance and operations
- Provide effective and efficient oversight of district business operations to meet goals and objectives
- Formulate strategies to meet district objectives, to turn strategies to guide and ensure success

- Maintain current knowledge of applicable provisions of federal and state laws, and district policies, rules and regulations
- Interpret, apply and explain rules, regulations, policies and procedures as it pertains to assigned programs
- Principles of effective personnel and financial management
- Supervise and evaluate the performance of all assigned staff
- Establish and maintain effective communications and working relationships among diverse groups of students, parents, district staff, and the community
- Build consensus, resolve conflicts and willingness to have difficult conversations
- Skillfully navigate existing political structure and systems

**TRAINING AND EXPERIENCE:**

- Bachelor's degree required. Masters desired.
- Five years of increasingly responsible experience in public education institutions or large public agencies.

**LICENSES AND CLEARANCES:**

- Valid California driver's license
- Department of Justice fingerprint clearance.
- TB Clearance
- Evaluation: By the Superintendent

**TERMS OF EMPLOYMENT:**

225 Days, Management/Confidential Salary Schedule

BOARD APPROVED: January 27, 2022