



SAN MATEO UNION HIGH SCHOOL DISTRICT

CLASSIFIED JOB DESCRIPTION

JOB TITLE: COMMUNICATIONS & PUBLICATIONS SPECIALIST
REPORTS TO: Manager of Public Relations, Communication and Publications
CLASSIFICATION: Classified Bargaining Unit **SITE:** District Office
SALARY: Range 255 – Classified Salary Schedule **WORK YEAR:** 12 Months
APPROVED BY THE BOARD OF TRUSTEES: June 8, 2023

JOB SUMMARY:

Under the direction of the Manager of Public Relations, Communications and Publications, performs a wide variety of complex communication related tasks to support the District's communication effort and promote District, school, and student successes to internal and external audiences including to the news media and community organizations; assists in the planning and management of District special events and programs; monitors and tracks news and social media activity; generates a wide range of reprographic projects requiring technological skill in operating and maintaining sophisticated equipment; conducts research and prepares reports related to communication activities; gathers information and responds to requests for information; maintains SMUHSD's webpage and serves as the District-wide resource on all web issues; designs and produces flyers, brochures, etc.; conducts entry level media relations; coordinates photo shoots, checks student image authorizations; issues staff IDs; works with staff on their access to media, etc.; regularly photographs, writes about and shares every day successes at schools; assists in the development of the District's branding efforts, including, but not limited to logo development; produces short videos on student, staff and school successes; serves as the coordinator of the reprographics center.

ESSENTIAL FUNCTIONS:

1. Assist in the editorial production, coordination, and support of internal and external communications provided by the San Mateo Union High School District (SMUHSD).
2. Assist in developing and implementing public awareness, outreach and promotional efforts.
3. Assist in implementing media strategies to publicize SMUHSD programs, services and accomplishments.
4. Plan, write and edit material for advertisements, articles, news releases, scripts, internal communications, promotional events and other public information related to organizational activities and achievements.
5. Serve as the coordinator of the reprographics center overseeing major print production materials including, but not limited to, graduation programs, theater programs, summer handbooks, flyers, theater tickets, etc.
6. Operate and maintain in working condition, a variety of sophisticated printing, binding, collating, copying machinery, including computer driven & enhanced equipment.
7. Serve as the main point of contact for mail production; process District-wide U.S. mailings.
8. Gather educational news information by reviewing public communications, interviewing school and public officials, employees, and representatives of community agencies.
9. Prepare education program marketing materials including flyers, brochures, pamphlets, and info-graphs.
10. Develop, post and monitor social media.
11. Research new communication tools for ultimate efficiency.
12. Prepare and review reports and other materials for management team.
13. Conduct research for talking points.
14. Prepare PowerPoint presentations.
15. Develop regular video vignettes of student, staff, school and District news and messages.
16. Create videos promoting District efforts, initiatives, projects, policies and hot topics.

17. Develop drafts of communication plans.
18. Respond to requests of employees, District representatives and community agencies in developing creative, descriptive, technical and factual articles concerning educational events and timely issues.
19. Serve as main photographer of District events and meetings.
20. Maintain District website, offer support to schools, create content.
21. Ensure accessibility of digital material.
22. Assist in the facilitation of workgroups in developing new marketing and branding tools.
23. Support crisis and emergency communication planning and efforts.
24. Prepare agenda items and back-up materials for a variety of meetings; prepare charts and statistical information as needed.
25. Attend and participate in a variety of in-service trainings and meetings.
26. Write, collect information, collaborate with other departments, and distribute the employee newsletter.
27. Perform related duties as assigned.

EMPLOYMENT STANDARDS:

- Incumbent must be able to perform essential functions above with or without reasonable accommodation.
- Incumbent must maintain a positive, helpful, constructive attitude and working relationship with the department supervisor and departmental employees, other District employees, administrators, Board of Education, students, parents and the general public.

QUALIFICATIONS:

EDUCATION/TRAINING EXPERIENCE:

- Any combination equivalent to: two years of college level coursework with emphasis in journalism, mass communications, public relations, marketing, broadcasting or related field, and two years of job related experience with at least one year in the communications field using desktop publishing, videography, photography, or social media for professional purposes.
- Experience working for a public agency is preferred.

PREFERRED LANGUAGE SKILLS:

- Bilingual in Spanish.
- Bilingual in Chinese (Traditional and Simple).

TECHNICAL KNOWLEDGE OF:

- Adobe Design Programs (Photoshop, InDesign, etc.).
- Video Creation Software and Programs.
- Google Suite.
- Word, Excel and PowerPoint.
- Web management tools and resources.

GENERAL KNOWLEDGE OF:

- A solid understanding of public relations, marketing, media relations, community engagement and communication techniques.
- Current trends and issues in California public schools.
- Sensitivity in filming, speaking with and representing teenagers of various backgrounds.
- Familiarity of local media landscape.
- Functions and operations of an administrative office.
- Telephone techniques and etiquette.
- Applicable laws, codes, rules and regulations.
- Correct English usage, grammar, spelling, punctuation and vocabulary.
- Interpersonal skills using tact, patience and courtesy.
- Strong oral and written communication skills.
- Methods of collecting and organizing data and information.
- Business letter and report writing techniques.

- Basic photography and videography.
- Social media etiquette for professional use.

ABILITY TO:

- Effectively communicate with administration, staff, students, parents, media, and community.
- Compose, type and assemble correspondences, reports, memoranda, newsletters, and other materials.
- Meet schedules and time lines.
- Establish and maintain effective working relationships; work cooperatively with others.
- Observe health and safety regulations.
- Meet District standard of professional attitude as outline in Board Policies 4119.21, 4219.21, & 4319.21, Professional Standards for Classified Employees.

WORKING CONDITIONS:

ENVIRONMENT:

- Office environment.
- School sites and public events.
- Frequent interruptions.

PHYSICAL DEMANDS:

- Incumbent must be able to function indoors in an office and/or library circulation desk environment engaged in work primarily of a sedentary to moderately active nature.
- Ambulatory ability to sit, stand, kneel, stoop, reach, twist, walk, move carts, and grasp in order to shelve and retrieve books and materials.
- Sufficient visual acuity to recognize letters and numbers.
- Sufficient hand-arm-eye coordination to use a personal computer keyboard.
- Ability to reach to selves for placement of light-to-medium weight objects (less than 40 pounds).
- Sufficient hearing and speech ability to carry on conversations in person and over the phone.
- Noise level in working environment mild to moderate.

LICENSE AND OTHER REQUIREMENTS:

- Must have a valid California driver's license.
- Must successfully pass the District's pre-employment Department of Justice Live Scan fingerprinting.
- Must successfully pass the District's pre-employment tuberculosis testing.

The intent of this position description is to provide a representative summary of the major duties and responsibilities performed by qualified incumbents of the position. Incumbents may be required to perform job related tasks other than those specifically presented in the description. Reasonable accommodations may be made to enable individuals with disabilities to perform the above-stated essential functions.

SMUHSD is an equal opportunity employer in compliance with the Americans with Disabilities Act and all other applicable Federal, State, and Local regulations.

SMUHSD Equity Vision

Vision: All students will learn in a safe, inclusive and equitable environment that validates, respects and honors their unique backgrounds, interests and identities.

Mission: We will continually identify, disrupt and eliminate institutional biases and barriers to ensure that all students have the skills and knowledge to thrive physically, emotionally, and academically.

EQUAL OPPORTUNITY EMPLOYER STATEMENT

San Mateo Union High School District is an equal-opportunity employer that is committed to diversity and inclusion in the workplace. We prohibit discrimination and harassment of any kind based on race, color, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined by federal, state, or local laws. This policy applies to all employment practices within our organization, including hiring, recruiting, promotion, termination, layoff, recall, leave of absence, compensation, benefits, training, and apprenticeship. SMUHSD makes hiring decisions based solely on qualifications, merit, and business needs at the time. For more information, read through our [Nondiscrimination in Employment](#) policy.

- [Equity Flyer](#)
- [BP0415.1 Racial Equity](#)
- [AR0415.1 Racial Equity](#)

DISASTER SERVICE WORKERS:

All San Mateo Union High School District employees are designated Disaster Service Workers through state and local law (California Government Code Section 3100-3109). Employment with the District requires the affirmation of a loyalty oath to this effect. Employees are required to complete all Disaster Service Worker-related training as assigned, and to return to work as ordered in the event of an emergency.