



10. Develop materials and assists District personnel to develop material to inform and increase understanding of District objectives, problems, programs, and achievement.
11. Assist District employees dealing with news media and public relations, and provide in-service training in techniques in public relations and communications. Assist departments and employees of the District in development of informational material, brochures, letters, speeches, or visual material as requested.
12. Review material by other departments and District employees as to its communicative efficiency and public relations information.
13. Develop a series of standardized tools to be used to implement the communications plan, including such things as information sheets, press kits, media tip sheets, internal briefing forms and procedures, Public Service Announcement (PSA) materials, contact lists, backgrounders, etc.
14. Oversee school websites.
15. Identify news and information topics and trends, and disseminate them to staff, constituents, and media through vehicles outlined above.
16. Create and maintain event calendars.
17. Participate in District in-service training as required.
18. Attend meetings as directed.
19. Respond to all public records requests in compliance with the California Records Act and Freedom of Information Act.

**EMPLOYMENT STANDARDS:**

Candidates must be able to perform essential duties 1-20 above with or without accommodation.

**QUALIFICATIONS:**

**Education/Training Experience**

- Bachelor's degree from an accredited college or university with major course work in journalism, English or a related field.
- Three years of management or administrative experience which includes the primary responsibility for preparing and disseminating information in a public information, public relations, public affairs, or similar environment.
- Several years of varied, progressively responsible and successful experience in public relations communication and publications.
- Must have high level of interpersonal skills to handle sensitive and confidential situations. Position continually requires demonstrated professionalism, poise, tact and diplomacy.
- Must be able to interact and communicate effectively with individuals at all levels of the organization and with the community, both verbal and written and through various mediums.
- Must have continual attention to detail in composing, designing and preparing materials, establishing priorities and meeting deadlines.
- Must be able to work in a fast-paced environment with demonstrated ability to juggle multiple competing tasks and demands.

**KNOWLEDGE OF:**

- Thorough knowledge of office management, school district operations and business practices, filing and record keeping systems.
- Advanced level of experience in English, composition and reports.
- Demonstrated knowledge of principles of public administration, supervision, training and public relations; State Education Code, Title V regulations, and rules and policies relative to the District's operation and administration.
- Website development, design and maintenance.
- Computer software programs, including but not limited to, Microsoft Office, including spreadsheets and databases, Adobe photo and editing software, and publication software.
- Basic Print Shop operation methods and practices; operation, equipment and materials used in digital printing procedures.
- Fundamentals of writing including proper letter composition, correspondence, and report writing.
- Principles of graphic design including composition, page layout, and production for mass media communications.

**SKILL IN:**

- Defining and applying appropriate and effective public relations techniques.
- Office web design, Adobe photo and editing software and publication software.

**ABILITY TO:**

- Establish and maintain effective working relationships with hostile, obsessive or dissatisfied individuals; persons from diverse backgrounds; differing points of view and/or competing plans and purposes; think and respond with tact and diplomacy under pressure from members of the media, legislative bodies and or members of the public.
- Type/keyboard accurately at a rate of sixty (60) words per minute.
- The ability to develop and manage budgets.
- Excellent verbal and written skills.
- Write in different styles, depending on the material, including Power Point presentations.
- Making brochures, event flyers, and information materials using Adobe products, etc.
- Perform specialized activities related to the operation and maintenance of the Publications Department.
- Operate high-speed digital reprographic and peripheral equipment to assure District printing needs and timelines are satisfied.
- The ability to multi-task in a busy environment.
- Serve as District spokesperson to community and media. Manage the District public relations and publications program. Provide sound counsel to others.
- Respond calmly and effectively in emergency or confusing situations. Gain cooperation through discussion and persuasion.
- Prepare and deliver speeches and other oral and audio visual presentations.
- Develop and implement a public relations strategy.

- Prepare and administer a budget.
- Supervise and train assigned staff.
- Edit and prepare clear, complete, and concise reports, policy statements and other written materials.
- Communicate effectively, both orally and in writing.
- Proofread thoroughly with a high degree of accuracy.
- Work independently without supervision and exercise sound judgment and problem-solving skills related to specific areas of responsibility.
- Work under a high degree of pressure while continuing to meet deadlines.
- Present and maintain a professional appearance and demeanor.

**PHYSICAL DEMANDS:**

- Ability to sit for long periods of time.
- Ability to read fine print.
- Ability to visually read handwritten or typed documents and the display screen of various office equipment and machines.
- Ability to conduct verbal conversation in English or other designated language.
- Ability to hear normal range verbal conversation (approximately 60 decibels.)
- Ability to climb slopes, stairs, steps, ramps, and ladders.
- Ability to exhibit full range of motion for shoulder, elbow, back, hip and knee.
- Ability to operate a computer keyboard, calculator, and variety of Print Shop equipment.
- Ability to stand, reach, bend, lift, kneel and squat.
- Ability to carry, push or pull cases of paper and equipment.
- Ability to push and pull objects weighing up to thirty (30) pounds.
- The ability to lift up to 15 pounds; lifting and/or moving up to 25 pounds occasionally.
- Ability to tolerate a high level of noise in working environment including the running of reproduction and mailing machines.

**OTHER REQUIREMENTS:**

- Department of Justice fingerprint clearance.
- Evidence of Tuberculosis clearance.

The intent of this position description is to provide a representative summary of the major duties and responsibilities performed by 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](#)