

COLTON JOINT UNIFIED SCHOOL DISTRICT

CLASS TITLE: DIRECTOR - COMMUNICATIONS

BASIC FUNCTION:

Under the direction of the Superintendent, plan, organize and direct the District communications, public relations and public information functions; inform and educate employees, parents; train, supervise and evaluate the performance of assigned personnel.

REPRESENTATIVE DUTIES:

ESSENTIAL DUTIES:

Provide technical expertise, information and assistance to the Superintendent regarding assigned functions; serve on the Superintendent's Cabinet as assigned. Prepare speeches, letters, memos, and correspondence as directed by the Superintendent.

Serve as spokesperson for the District as directed by the Superintendent; respond to media inquiries in print and broadcast; prepare press releases and maintain positive working relationships with reporters and editors.

Communicate with the Board of Education; attend Board meetings; coordinate and prepare Board correspondence; compile weekly calendar of events; develop reports; prepare agenda items, design certificates and write resolutions for adoption by the Board.

Coordinate and plan dissemination of District news and information utilizing a variety of strategies, including social media, newsletters, websites, automated phone calls, brochures and handouts; research and write articles, interview staff and students, edit submitted articles and take photographs as required.

Coordinate District community and business partnership efforts such as Community Cabinet; communicate with group facilitators and committee members; assist in planning and coordinating community partnerships projects and activities; publicize community partnerships project progress and success through social media postings and press releases.

Oversee District translation services; develop procedures and priorities for department staff to translate documents; provide assistance to other departments with verbal interpretation services as needed; provide assistance regarding the screening of job applicants for second language skills.

Direct the daily operations of the District central phone switchboard and reception desk; direct staff regarding greeting, assisting and directing phone calls on behalf of sites and departments; maintain District and site phone directories; collaborate with administrators and staff to plan and coordinate phone configurations and greetings.

Serve as a technical resource to administrators and staff regarding communications functions; coordinate and assist with newsletters, websites and social media functions; produce brochures and generate media coverage; collaborate with contractors to coordinate activities and programs; serve as representative for the Superintendent regarding special events and directing outreach to media, government, community and business entities.

Train, supervise and evaluate the performance of assigned staff; interview and select employees and recommend transfers, reassignment, termination and disciplinary actions.

Provide technical expertise, information and assistance to the Assistant Superintendent regarding assigned functions; assist in the formulation and development of policies, procedures and programs.

Direct the preparation and maintenance of a variety of narrative and statistical reports, records and files related to personnel and assigned activities.

Communicate with other administrators, personnel and outside organizations to coordinate activities and programs, resolve issues and conflicts and exchange information.

Develop and prepare the annual preliminary budget for the Communications Department; analyze and review budgetary and financial data; control and authorize expenditures in accordance with established limitations.

Operate a computer and other office equipment as assigned; drive a vehicle to conduct work as assigned.

Attend and conduct a variety of meetings as assigned.

OTHER DUTIES:

Perform related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Management of a school district communications department.

Applicable sections of the Education Code and other laws regarding confidentiality, material distribution and freedom of expression.

AP journalism style of writing.

Board policies and procedures.

Photographic techniques and black and white composition principles.

Budget preparation and control.

Oral and written communication skills.

Principles and practices of administration, supervision and training.

Applicable laws, codes, regulations, policies and procedures.

Interpersonal skills using tact, patience and courtesy.

Operation of a computer and assigned software.

ABILITY TO:

Provide technical expertise, information and assistance to the Superintendent regarding assigned functions.

Serve as spokesperson for the District as directed by the Superintendent.

Coordinate and plan dissemination of District news and information utilizing a variety of strategies.

Oversee District translation services.
Direct the daily operations of the District central phone switchboard and reception desk.
Supervise and evaluate the performance of assigned staff.
Communicate effectively both orally and in writing.
Interpret, apply and explain rules, regulations, policies and procedures.
Establish and maintain cooperative and effective working relationships with others.
Operate a computer and assigned office equipment.
Analyze situations accurately and adopt an effective course of action.
Meet schedules and time lines.
Work independently with little direction.
Plan and organize work.
Prepare comprehensive narrative and statistical reports.
Direct the maintenance of a variety of reports, records and files related to assigned activities.

EDUCATION AND EXPERIENCE:

Education: Bachelor's degree in communications or related field.

Experience: Five years of increasingly responsible public relations or communications experience.

Any combination of training and/or experience that would likely provide the required knowledge and abilities may be considered.

LICENSES AND OTHER REQUIREMENTS:

Valid California Class C driver's license.

WORKING CONDITIONS:

ENVIRONMENT:

Office environment.

Driving a vehicle to conduct work.

PHYSICAL DEMANDS:

Hearing and speaking to exchange information and make presentations.

Dexterity of hands and fingers to operate a computer keyboard.

Seeing to read a variety of materials.

Sitting and standing for extended periods of time.