

COLTON JOINT UNIFIED SCHOOL DISTRICT

CLASS TITLE: COMMUNICATIONS SPECIALIST

BASIC FUNCTION:

Under the direction of the Director of Communications and/or the Superintendent, coordinate community outreach efforts and cultivate partnerships with business and professional entities; assist with planning, organizing, controlling and directing the District's public relations and public information efforts of the District; inform and educate employees, parents, students, media, businesses and the general public regarding District programs, policies, expectations and successes.

REPRESENTATIVE DUTIES:

ESSENTIAL DUTIES:

Develop and disseminate engaging content for District social media sites and website, press releases, newsletters, flyers, posters and brochures, including but not limited to, identifying stories, organizing, researching, writing, photography, video and graphics as needed; assist district schools and departments in telling their stories; monitor media and social media for CJUSD-relevant information and coverage.

Coordinate community and business partnership efforts such as Community Cabinet; plan and coordinate community partnership projects and activities; publicize the progress and success of these efforts through means such as social media and press releases.

When directed, serve as spokesperson for the District; respond to media inquiries in print and broadcast; prepare press releases and maintain positive working relationships with reporters and editors. Support and assist with emergency communication during a crisis situation.

Assist with providing technical expertise, information and assistance to the Superintendent regarding assigned functions; prepare speeches, letters, memos, correspondence as directed.

Communicate with the staff; attend school site events as directed.

Assist in planning, organizing and direct a variety of programs, projects and activities related to the District's public relations and public information efforts.

Conduct interviews and take photos and videos of students, teachers, administrators, staff and the public for District publications and websites; attends, photographs/takes video and reports on District events and activities as assigned; photographs district programs and events for publications and other uses.

Approve materials for distribution to staff and students by a variety of community agencies.

Assist with the preparation and maintenance of a variety of materials and statistical report, records and files related to assigned activities; present information in a factual and objective manner.

Communicate with administrators, District personnel and contractors to coordinate activities and programs, resolve issues and conflicts and exchange information.

Operate a variety of office equipment including a computer, printer, copier and assigned software.

OTHER DUTIES:

Perform related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Applicable sections of the State Education Code and other applicable laws related to confidentiality, freedom of expression and distribution of materials.

Board policies and procedures.

AP journalism style of writing.

Operation of a variety of office equipment, a computer and assigned software.

Oral and written communication skills.

Applicable laws, codes, regulations, policies and procedures.

Interpersonal skills using tact, patience and courtesy.

Report and speech writing techniques.

ABILITIES:

Effectively develop, coordinate and implement communications across a range of communication channels including web-based platforms and social media.

Plan, organize, control and direct the District's public relations and public information efforts.

Follow specific directions.

Prepare clear and concise speeches, handbooks, guides and brochures.

Communicate effectively both orally and in writing.

Read, interpret, apply and explain rules, regulations, policies and procedures.

Establish and maintain cooperative working relationships with others.

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.

Prepare the maintenance of a variety of reports and files related to assigned activities.

EDUCATION AND EXPERIENCE:

Education: Associate's degree in Communications, Journalism or related field is required. Bachelor's degree is preferred.

Experience: A minimum of five years of successful and responsible experience in public information, public relations, or related field, or equivalent administrative or practical experience which would demonstrate exposure to and utilization of required skills, knowledge, and abilities in performing job related duties and responsibilities. *Experience in educational setting highly desirable.*

Other: Experience using Google suite; Microsoft Word, Excel, PowerPoint; web management tools and resources; and social media platforms. Adobe Design programs (Photoshop, InDesign, etc.), and video editing software and programs preferred.

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.

Work involving variable and evening hours.

PHYSICAL ABILITIES:

Dexterity of hands and fingers to operate a computer keyboard and standard office equipment.

Hearing and speaking to exchange information in person and on the telephone.

Reaching overhead and above shoulders to access materials.

Sitting or standing for extended periods of time.

Seeing to read a variety of materials.

Bending at the waist, kneeling or crouching to file materials and take photos or videos.

HAZARDS:

Contact with dissatisfied or abusive individuals.