

**PLEASANTON UNIFIED SCHOOL DISTRICT  
JOB DESCRIPTION**

**TITLE:** COORDINATOR I, SAFETY AND COMMUNICATIONS  
**CLASSIFICATION:** MANAGEMENT  
**REPORTS TO:** SUPERINTENDENT

**DESCRIPTION:**

The Coordinator of Safety and Communications is a dynamic, strategic, and tactical leader responsible for cultivating a positive and engaging environment for all district stakeholders. This position oversees comprehensive internal and external communications, fosters strong community partnerships, and ensures the safety and well-being of students and staff. This role requires a visionary leader with exceptional communication skills, a deep understanding of community engagement principles, expertise in safety protocols and best practices, and the ability to manage multiple priorities in a fast-paced environment effectively. This individual serves as a key advisor to the Superintendent on communication, community relations, and safety matters.

**PERFORMANCE RESPONSIBILITIES:**

- Develop and execute a strategic cutting-edge, data-driven communication plan aligned with district priorities, leveraging diverse media platforms (including video, podcasting, and interactive interviews) to communicate compelling stories and maximize reach and impact effectively. Collaborate with students to foster a participatory media environment.
- Represent the district at various events, delivering impactful planned and impromptu speeches and presentations.
- Formulate and enforce communication and safety policies that uphold the district's values and strategic objectives.
- Supervise, mentor, and guide communications and safety team members, fostering a culture of creativity, collaboration, and excellence.
- Represent the district at various events, delivering impactful planned and impromptu speeches and presentations.
- Formulate and enforce communication and safety policies that uphold the district's values and strategic objectives.
- Supervise, mentor, and guide communications and safety team members, fostering a culture of creativity, collaboration, and excellence.
- Develop, implement, and monitor comprehensive safety and security plans and procedures for all district facilities, ensuring compliance with relevant regulations and best practices. Oversee safety training programs for staff and students. Conduct regular safety drills, audits, and risk assessments. Collaborate with law enforcement and

emergency responders. Manage crisis communication related to safety incidents with availability whenever needed.

- Serve as the district's primary spokesperson, cultivating robust relationships with media outlets and adeptly managing press interactions, including during crises.
- Develop and implement crisis communication plans to maintain confidence, trust, and transparency during sensitive situations, including safety-related incidents.
- Lead the production of engaging multimedia content, highlighting district initiatives and achievements. Oversee the development, production, and dissemination of district publications, reports, and related media.
- Stay ahead of industry trends in communications, community engagement, and safety by participating in professional development opportunities.
- Leverage data analytics to monitor and evaluate the effectiveness of communication and safety strategies, adjusting approaches to optimize engagement and outcomes.
- Develop and implement strategies to foster strong relationships with parents, community members, and business partners. Facilitate effective two-way communication and collaboration, demonstrating effective listening skills. Coordinate community education programs and special events.
- Work collaboratively with administrators, committees, employees, and community partners to accomplish common goals and objectives.
- Stay ahead of industry trends in communications, community engagement, and safety by participating in professional development opportunities.
- Oversee the communications and safety budgets, ensuring resourceful allocation to support strategic initiatives.
- Monitor local, state, and national legislation and regulations related to education and safety, informing the superintendent of potential implications. Ensure compliance with all applicable laws, regulations, and district policies.

#### **KNOWLEDGE OF:**

- Advanced communication principles, public relations, digital marketing strategies, and community engagement practices.
- Multimedia production techniques, including video and audio editing.
- Data analytics tools for measuring communication and safety effectiveness.
- Social media platforms and content management systems.
- Public education systems and community engagement practices.
- Principles and practices of safety management, including risk assessment, emergency preparedness, and crisis response.
- Applicable laws, regulations, and codes related to school safety.

#### **ABILITY TO:**

- Craft and deliver compelling narratives across various media formats
- Analyze data to inform and refine communication and safety strategies
- Handle sensitive information with utmost confidentiality and professionalism
- Influence public perception positively, enhancing the district's image
- Thrive under pressure, delivering quality work within tight deadlines
- Inspire and lead a creative and safety-focused team, fostering innovation and excellence
- Manage budgets effectively

- Communicate effectively with diverse audiences, including students, staff, parents, community members, and media representatives
- Work collaboratively with various educational partners
- Use AI tools to augment communication, research, and design

**TRAINING & EXPERIENCES:**

- Bachelor's degree in related fields related to Safety and Communication
- Minimum of five (5) years of experience in a communications role with a proven track record in multimedia content creation, digital storytelling, and community engagement
- Minimum of three (3) years of experience in safety management, including developing and implementing safety plans, conducting risk assessments, and managing crises
- Experience in educational settings is advantageous

**LICENSES & CLEARANCES:**

- Valid California driver's license
- Compliance with district safe driving standards
- Relevant safety certifications (e.g., OSHA training) preferred

**WORKING CONDITIONS:**

Environment: Primarily office and schools throughout the district.

Typical Physical Characteristics:

Capacity to handle light physical tasks, such as setting up presentation equipment and conducting safety inspections. Ability to respond to emergencies and navigate various terrains during safety-related incidents.

**TERMS OF EMPLOYMENT:**

220 days; Classified Management/Confidential Salary Schedule

BOARD APPROVED: **February 27, 2025**