

PERRIS UNION HIGH SCHOOL DISTRICT

Board Approved: May 6, 2025

Salary Schedule: #001

The Governing Board desires to provide a positive work environment where employees and job applicants are assured of equal access and opportunities and are free from harassment in accordance with law. The Board prohibits district employees from discriminating against or harassing any other district employee or job applicant on the basis of the person's actual or perceived race, religious creed, color, national origin, ancestry, age, marital status, pregnancy, physical or mental disability, medical condition, genetic information, veteran status, gender, gender identity, gender expression, sex, or sexual orientation. BP 4030 The Governing Board prohibits sexual harassment of district employees and job applicants. The Board also prohibits retaliatory behavior or action against district employees or other persons who complain, testify or otherwise participate in the complaint process established pursuant to this policy and administrative regulation. BP 4119.11, 4219.11, 4319.11

JOB TITLE: TEACHER ON SPECIAL ASSIGNMENT - MARKETING & COMMUNICATION

JOB PURPOSE STATEMENT: Under the direction of the Assistant Superintendent of Educational Services, or their designee, serve as the primary marketing and communications leader for the district, responsible for planning, developing, and executing comprehensive communication strategies to promote the district's mission, programs, and initiatives. The TOSA acts as a spokesperson, media liaison, and brand champion, ensuring effective internal and external communication while fostering positive relationships with stakeholders, including staff, parents, students, community members, and the media.

JOB FUNCTIONS:

- Plan, develop, and implement a district-wide public information program to communicate effectively with staff, parents, students, and the community.
- Oversee the creation and dissemination of publications such as newsletters, brochures, press releases, reports, and digital content.
- Develop and maintain a communication master plan emphasizing local engagement while addressing state and national audiences.
- Coordinate content for the district's website and social media platforms; ensure timely updates to reflect current events and initiatives.
- Support sites with the development of content for websites and social media platforms; ensure timely updates to reflect current site events and initiatives.
- Write press releases, coordinate press conferences, and provide media training to staff and board members.
- Monitor traditional and social media for coverage relevant to the district; manage online dialogue through blogs, websites, and social platforms.

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JOB FUNCTIONS (continued):

- Promote district accomplishments through various channels to enhance public awareness of programs and achievements.
- Plan marketing campaigns and outreach activities to engage families, businesses, and community organizations.
- Act as an advisor on public relations matters to the superintendent, board members, and district leadership.
- Maintain an active list of key community stakeholders for event notifications.
- Develop protocols for crisis communication; ensure timely dissemination of information during emergencies or incidents that may impact the district.
- Serve as a liaison between district leadership and the community during crises or sensitive situations.
- Represent the district at meetings with community organizations or during visits from important stakeholders.
- Provide resources to school sites for creating welcoming environments through orientation sessions or family outreach strategies.
- Train staff on effective communication strategies with media or other external entities.
- Identify opportunities for positive media coverage about the district and school sites to reach key audiences
- Anticipate emerging issues and concerns, and develop appropriate communications to various stakeholders.
- Monitors user-generated content (such as conversation threads, video posts, blog comments, tweets) within the district and each site's social network pages, responds to inquiries and removes inappropriate content.
- Tracks, reports, evaluates and as appropriate, responds to feedback received through online media.

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KNOWLEDGE, SKILLS AND ABILITIES:

- Principles of public relations, marketing, communications strategies, and brand management.
- Techniques for community engagement and marketing through social media platforms (Facebook, Twitter, Instagram, YouTube, LinkedIn) and trends in digital marketing.
- Public speaking techniques and journalistic writing styles.
- Knowledge of legal requirements related to public information (e.g., Public Records Act, FERPA).
- Expertise in web content management systems and digital communication tools.
- Search engine optimization (SEO), website analytics, and mobile-friendly design.
- Emerging trends in communication technology.
- District policies, operations, objectives, and programs.
- Practices for creating high-quality publications such as brochures, newsletters, web pages, and email campaigns.
- Graphic design principles and video production techniques.
- Methods to measure the effectiveness of digital marketing efforts using analytics tools.
- Write original content tailored to diverse audiences.
- Communicate effectively in written, oral, and electronic formats using a professional tone.
- Create visually appealing deliverables by integrating photographs, graphics, and videos.
- Design email campaigns and manage mailing lists for accurate dissemination of materials.
- Troubleshoot technical issues related to digital communications tools and platforms.
- Analyze situations accurately to adopt effective courses of action under tight deadlines.
- Interpret complex data to draw logical conclusions for continuous improvement of strategies.
- Work independently while managing multiple projects simultaneously.
- Organize and maintain graphic archives and server-based applications.

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KNOWLEDGE, SKILLS AND ABILITIES (continued):

- Assemble diverse information into cohesive messaging for multiple mediums (print, digital, etc.).
- Remain informed about emerging trends in communication technology and integrate them into district practices.
- Establish cooperative relationships with stakeholders such as staff members, media outlets, parents, students, and community organizations.
- Conduct presentations effectively on behalf of the organization to diverse audiences
- Understand and follow oral and written instructions in English, use of English effectively to communicate in person, over the telephone and/or in writing using proper spelling, vocabulary, grammar and punctuation; apply common sense understanding to carry out instructions provided.
- Meet schedules and critical time deadlines; complete work with varying interruptions and be able to reprioritize demands.
- Maintain privacy of student, parent, staff and others' records. Work confidentially with discretion.
- Compose correspondence and reports independently or from brief instructions.

PHYSICAL ABILITIES:

- Ability to read handwritten or typed documents and digital displays of various office equipment and machines.
- Ability to communicate effectively in English both orally and in writing.
- Able to walk, sit, bend, stand, stoop, squat, reach, push, pull, kneel, crawl, climb, grasp/manipulate objects; lift items up to 10 pounds frequently; carry up to 10 pounds occasionally; lift/carry up to 40 pounds infrequently.

JOB QUALIFICATIONS:

Education:

- Bachelor's Degree required.

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Experience:

- Minimum of three (3) years of successful teaching experience; one (1) year with the District is highly desired.

Licenses/Certifications/Bonding/Testing:

- Possession of a valid California Teaching Credential appropriate for the subject/grade level
- Possess and maintain a valid California Driver's license and evidence of insurability