

## RIVERSIDE UNIFIED SCHOOL DISTRICT

### **CLASS TITLE: Communications & Public Relations Specialist (Range 28)**

#### **BASIC FUNCTION:**

Under the direction of the Manager, Communications and Public Relations, perform technical and clerical tasks in support of the District's external public and internal employee information programs using a variety of media; organize office activities and coordinate flow of communications for the assigned supervisor; and to perform related work as required.

#### **DISTINGUISHING CHARACTERISTICS:**

An incumbent in this position has the responsibility for performing technical and clerical work, which assists in interpreting the educational programs and services of the District. The Communications Specialist is expected to be knowledgeable about the District and its programs and to be able to convey that information in a positive manner that gains understanding and support.

#### **REPRESENTATIVE DUTIES:**

Perform a wide variety of complex and responsible secretarial and clerical duties to assist the Manager, Communications and Public Relations with administrative and clerical detail; organize office activities and coordinate flow of communications for assigned supervisor. *E*

Research information, write, edit, and proofread copy for release to print, audio, or visual news media, or for use in such print media as newsletters, brochures, pamphlets, or reports. *E*

Design, edit, paste up, set copy for, and proofread various print media. *E*

Design flyers, notices, newsletters and other publication using desktop publishing software. *E*

Assist in maintaining the District web page. *E*

Compose and type correspondence from general instructions and/or guidelines.

Explain and/or interpret district policies, regulations, procedures, or practices to individuals or groups. *E*

Prepare reports, speeches, and audiovisual presentations for use by staff or Board Members. *E*

May assist in routine or special administrative functions of the Communications Public Relations Department.

Perform a variety of secretarial duties in support of a function, which involves direct or indirect access to information pertaining to collective bargaining. *E*

Research and compile a variety of information; compute statistical information for various Federal, State and District reports; process and evaluate a variety of forms related to assigned area. *E*

Receive visitors, including administrators, staff, parents and the public and provide information or direct to appropriate personnel; provide detailed and technical information concerning policies and procedures where judgment, knowledge and interpretation of procedures and regulations are required. *E*

Assure timely communications between assigned office and District employees; make phone calls to receive and transmit information; resolve problems as appropriate; refer difficult situations to supervisor. *E*

Type a variety of materials including inter-office communications, applications, requisitions, forms, letters, special projects, legal documents and other materials; establish and maintain project and confidential files. *E*

Schedule and attend a variety of meetings; prepare and send out notices of meetings; maintain appointment calendar; collect and compile information for meetings, projects and workshops; prepare Board agenda items and related materials. *E*

Maintain a variety of complex personnel records, lists, files and records including confidential materials; administer payroll for department including completion and submission of time sheets as directed; assure confidentiality of information and records. *E*

Provide secretarial and clerical assistance to other staff as necessary; order and maintain supplies and materials; prepare purchase requisitions. *E*

Receive, open sort, screen and distribute incoming mail; compose correspondence independently or from oral direction for supervisor's review. *E*

Operate a variety of office equipment such as typewriter, computer calculator, dictation equipment and duplicating machines. *E*

Operate a computer terminal, microcomputer and peripheral equipment to record information and generate lists, report and other materials; utilize word processing and other software as required.

Perform related duties as assigned. *E*

## **KNOWLEDGE AND ABILITIES:**

### **KNOWLEDGE OF:**

Correct English usage, grammar, spelling, punctuation and vocabulary.

Methods of collecting and organizing data and information.

Business letter and report writing techniques.

District organization, operations, policies and objectives.

Applicable sections of State Education Code and other applicable laws.

Department organization rules and programs.

Newspaper, radio, television, and other news media sources and facilities.  
Effective use of graphics and photography.  
Principles of design and layout of publications.  
Media relations and journalistic ethics and practices.  
Modern office practices, procedures and equipment.  
Telephone techniques and etiquette.  
Record-keeping techniques.  
Interpersonal skills using tact, patience and courtesy.  
Operation of office machines including computer equipment.  
Technical aspects of field of specialty.

**ABILITY TO:**

Perform complex and responsible secretarial support duties requiring initiative and good judgment.  
Work independently with little direction.  
Type at 50 words net per minute from clear copy.  
Analyze situations accurately and adopt an effective course of action.  
Compose independently or from oral instructions letters, memos, bulletins or other material for a specific public entity.  
Gather information and research independently.  
Establish and maintain cooperative and effective working relationships with others.  
Read, interpret, apply and explain rules, regulations, policies and procedures.  
Operate various office equipment such as typewriter, computer terminal and printer, copier and calculator.  
Make arrangements for meetings, workshops and conferences.  
Maintain a variety of filing systems.  
Maintain records and prepare reports.  
Meet schedules and time lines.  
Plan and organize work.  
Train and provide work direction to others.  
Communicate effectively both orally and in writing to individuals or groups.  
Attend meetings, conferences and workshops.  
Complete work with many interruptions.  
Work confidentially with discretion.

**EDUCATION AND EXPERIENCE:**

Any combination equivalent to an associate's degree or combination equivalent to the completion of two years of college with communications related course work such as journalism, communications, public relations, English, photography, or graphic design is desired; and at least one year of work that included regular reporting or writing material for some form of media or publication is required. Experience working for a school district or a similar nonprofit organization, and work in a public information office is desirable. Any other combination of training and/or experience that demonstrates the applicant is likely to possess the required skills, knowledge, and abilities may be considered.

**WORKING CONDITIONS:**

**ENVIRONMENT:**

Office environment.

**PHYSICAL ABILITIES:**

Dexterity of hands and fingers to operate computer terminal and office equipment.

Speaking to exchange information.

Seeing to assure accurate and complete correspondence

Reaching to retrieve and maintain files.

Sitting for extended periods of time.