

CENTRAL UNIFIED SCHOOL DISTRICT

POSITION DESCRIPTION

Position: Director of Communications

Classification: Classified Management

Reports to: Department Administrator

FLSA: Exempt

Range: Classified Management Salary
Schedule

EDUCATION AND EXPERIENCE

Any combination equivalent to: Bachelor's degree in mass communications, marketing, journalism, or public relations or closely related field. Three years of experience in public relations, event planning or journalism work preferred.

SUMMARY

Under the direction of the Superintendent and/or designee, direct and maintain communication systems and implement special projects within the district. Disseminate information to the public in conjunction with either the Superintendent and/or designee, to enhance the image of the district and foster community support for district programs or initiatives. Works collaboratively with the Superintendent and/or designee on communication issues including local, state and national print as well as broadcast media. Under advisement of the Superintendent and/or designee, direct the distribution of pertinent District information to administrators, employees, community at-large and the media regarding District programs, policies, events, and initiatives. Work directly with the Superintendent and/or designee, Educational Foundation and serve as a liaison in conjunction with the Executive Director of Foundation for Central Schools to implement projects that directly effect schools, district events, community relations, and administrative related projects.

SPECIFIC RESPONSIBILITIES

1. Direct special events or projects as directed by the Superintendent or designee.
2. Develop and implement the District's strategic plan for community relations, internal communication systems, and families and community engagement, manage the District's strategic plan for communications / public relations and provide annual review and update.
3. Work closely with the Superintendent or Designee, in the planning and distribution of information to the District Board of Trustees, District administrators, employees, the public and media regarding the District programs, policies, events, efforts and related District information.
4. Manage and direct public information relative to new or developing programs; write or review articles and statements; advise District administrators and other personnel on public relations aspects of such programs.
5. Design flyers, notices, newsletters and other publications using desktop publishing software.
6. Assure accurate and timely dissemination of information. Maintain the district calendar and communicate regularly with all schools to update the calendar each week on the district website. Collect, compile, and maintain a current listing of district activities and projects.
7. Design and maintain information on the official district website with updates and new information in coordination with the Superintendent and District administration. Assures that all electronic mediums are updated and accurate. Coordinate all Board Policies and Administrative Regulations.
8. Develop and establish means of communication with District employees; prepare and distribute newsletters related to a variety of District-related matters. Develop, implement and maintain district communications venues. (Currently: Grapevine, What's the Buzz, Dedications and Annual Report to the Community).

9. Direct planning of activities related to District annual management workshop, back to school breakfast, district institute day, Administrative Council, Student Advisory Council, Superintendent Teacher Advisory Team, Parent Advisory Council, and other events as developed within the district.
10. Direct and manage district participation in charitable contribution campaigns i.e. (Foundation for Central Schools, Sunshine Fund and Holiday Joy, Coats for Kids, etc.).
11. Create and launch press releases and marketing campaigns. Contact members of the media to ensure positive exposure for Central Unified on print media, radio, TV, or the Internet. Ensure that all opportunities for the Superintendent, staff or board members are fully vetted. Advise Superintendent, staff, board members, administrators and department heads, as directed, regarding critical issues with potential media implications; provide communication strategies for handling sensitive issues.
12. Host community meetings with targeted groups as it pertains to policy changes within the district or governing board on issues that impact the community at-large.
13. Seek out and develop partnerships with community agencies, public officials and the business community in support of public education.
14. Maintains a working relationship with community leadership and community organizations. Answers general inquiries about the District and is the contact person in other phases of community relations.
15. Direct and manage community outreach efforts including but not limited to soliciting stakeholder input for LCAP and other district initiatives, providing for informational bulletins and messages in different languages.
16. Assist with the operation of internal and external recognition programs and District and Board recognitions.
17. Attend Board of Education meetings and introduce special guests or program participants. Ensure the timely dissemination of the Board Meeting overview developed to the identified targeted audiences.
18. Prepare the Special Projects Superintendent budget, monitor, control and authorize expenditures according to established guidelines and limitations.
19. In collaboration with the Superintendent and/or designee, manage crisis communications, special events (large scale), and policy directives that have impact on the community at-large. Attend crisis events as directed by the Superintendent or designee and coordinate a district spokesperson to speak to the media as required.
20. Notify Board Members regarding attendance at special events including report time, location details, and any other necessary details.
21. Assists in all informational aspects of school bond campaigns.
22. Provides in-service education on communications for the Board, administrators, and other staff members, and counsels them regarding the public relations implications of various matters.
23. Perform related duties as assigned.

SPECIFIC QUALIFICATIONS

Requires a thorough knowledge of district functions, policies, rules, regulations, goals and objectives. Requires a thorough and in-depth knowledge of marketing and communications theory, principles, practices, and strategies. Must be able to assess, evaluate, and enhance formal, informal, internal, and external communication programs. Requires considerable knowledge of the culture of the Central Unified School District. Requires strong writing and editing skills. Requires knowledge of the principles of budget development and administration. Must have exceptional communication skills, both oral and written. Must be able to communicate both formally and informally with a wide range of contacts both inside and outside the District setting. Communications may be complex and of a technical nature. Work is normally conducted in an office setting at the main district office or within the community, with minimal exposure

to health and safety hazards. Requires strong computer technology skills. Should possess personal qualifications recognized as essential for good public employees including integrity, initiative, dependability, courtesy, good judgment, maintain confidentiality and ability to work cooperatively with others.

PREFERED QUALIFICATIONS

Ability to communicate in multiple languages.

PHYSICAL ABILITIES

Office environment, driving a vehicle to conduct work.

Sitting or standing for extended periods of time; hearing and speaking to exchange information and make presentations; reaching overhead, above the shoulders and horizontally, bending at the waist or kneeling to retrieve supplies or other materials.