

## **CENTRAL UNIFIED SCHOOL DISTRICT**

## **POSITION DESCRIPTION**

**Position:** Communications and Public Relations Officer

**Classification:** Classified MSC

**Reports to:** Superintendent

**FLSA:** Exempt

**Range:** Classified Management Salary  
Schedule

### **EDUCATION AND EXPERIENCE**

Bachelor's degree in communications, journalism, broadcasting, media, marketing, public relations or related field required. Masters' degree preferred. Three years management or consulting experience in a comprehensive communications department for an educational institution, public agency, or private sector large corporation involving media partnerships. Significant experience with a variety of media outlets preferred.

### **SUMMARY**

Under the direction of the Superintendent, plan, organize and coordinate in a timely manner the District's program of public information, internally and externally; publicize District current events, activities and recognitions; project the image of excellence through District accomplishments; serve in a leadership role on the District Crisis Team to ensure a safe learning and work environment, and provide support to families, employee, community members and media involvement.

### **SPECIFIC RESPONSIBILITIES**

1. Plan, develop, and coordinate a comprehensive public relations program in order to establish collaborative relationships and enhance the District's image to a wide variety of constituents; highlight the District's achievements and excellent programs.
2. Coordinate and distribute information in a timely manner to District administrators, employees, the public and media regarding the District programs, policies, events, efforts and related District information. This includes District master calendar, parent notification handbook, and other information.
3. Assure accurate and timely dissemination of information.
4. Establish means of communication with District employees; prepare and distribute electronic and regular newsletters related to a variety of District-related matters.
5. Provide District's communications on the Community Relations web page; coordinate marketing communications activities including special promotions, events for the public, marketing and public relations for the District.
6. Coordinate special events or projects as directed by the Superintendent or designee, including but not limited to charitable contribution campaigns and the State Of The District Address.
7. Initiate and coordinate media coverage and arrange media conferences and develop media releases.
8. Plan, organize and develop video/multi-media productions.
9. Plan and implement Board of Education recognitions; attend all Board Meetings including Closed Session when needed; serve as liaison to the media; coordinate requests for interviews, respond to questions and provide results of Board actions as appropriate.
10. Communicate and establish collaborative relationships with other administrators, District personnel and contractors to coordinate activities and programs, resolve issues and conflicts and exchange information.
11. Serve as an active member of the District's crisis intervention team when incidents occur.

12. Compose and type a variety of correspondence and written materials; respond to correspondence or develop remarks for public events in a timely manner to communicate and provide clarification to the appropriate individual or group.
13. Supervise, evaluate and provide clear expectations to assigned staff including the digital communications and social media clerk.
14. Prepare the office budget; monitor, control and authorize expenditures according to established guidelines and limitations to ensure the financial viability of the District.
15. Compose letters, articles, press releases, public service announcements, brochure messages from the Superintendent of Schools.
16. Plan, organize and direct media and community relations programs, activities and special projects to assist the Superintendent.
17. Serve as a liaison in conjunction with the Executive Director of Foundation for Central Schools to implement projects that directly affect schools, district events, community relations, and administrative related projects.
18. Assist in the development and dissemination of information during general obligation bond elections.
19. Perform related duties as assigned by the Superintendent's Cabinet members.

**KNOWLEDGE OF:**

1. Communications media and their most effective uses, including print, radio, television and internet media.
2. Planning, organization, and direction of media and community relations programs, activities and special projects.
3. Correct English usage, grammar, spelling, punctuation and vocabulary in all forms of communication.
4. State and local media procedures and practices.
5. Current social media tools, trends and public relations techniques.
6. Applicable sections of the State Education Code, Local, State and Federal laws, codes, regulations and requirements as related to assigned activities including Brown Act, laws related to freedom of press and free access to public information
7. Central Unified School District organization, operations, policies and objectives.
8. Budgeting and financial record keeping practices.
9. Interpersonal skills using tact, patience, flexibility, and courtesy.
10. Operation of a variety of office equipment, including but not limited to a computer and assigned software applications.
11. Planning, organization and direction of business finance, fund raising, community partnerships and technology.
12. Public speaking techniques, news media, legal entitlements and restraints.
13. Principles and practices of management.
14. Advanced techniques in marketing.
15. Computer and appropriate software including but not limited to word processing, spreadsheet and presentation graphics, web page development, use, and maintenance.

**ABILITY TO:**

1. Perform courageously and ethically to accomplish District goals.
2. Maintain confidentiality of District information.
3. Communicate effectively both orally and in writing.
4. Develop effective media communications strategies for all communities involving the diverse cultural and other language speaking communities of Central Unified School District.

5. Serve as a liaison between media representatives and District Office personnel; respond to all media queries and work with appropriate personnel to craft responses.
6. Plan and organize work.
7. Plan press conferences and informational sessions.
8. Monitor the preparation of copyright reports, brochures, and general public materials for broadcast.
9. Determine and provide recommendations concerning communication strategies.
10. Analyze and evaluate situations accurately and adopt an effective course of action.
11. Interpret, apply, and explain rules, regulations, policies and procedures.
12. Maintain consistent, punctual and regular attendance.
13. Meet schedules and deadlines.
14. Operate a variety of office equipment, including but not limited to a computer and assigned software applications.
15. Serve as a liaison between District Office administrators and personnel, outside organizations or the public concerning assigned program.
16. Use professionally appropriate interpersonal skills including but not limited to tact, patience, flexibility and courtesy.
17. Work confidentially and with discretion.
18. Work independently with little direction.
19. Communicate with dissatisfied or abusive individuals.

**SPECIFIC REQUIREMENTS:**

Valid California driver's license, incumbent must be insurable at the "standard rate" by the employer's insurance carrier at all times while employed by Central Unified School District.

**WORKING CONDITIONS:**

**ENVIRONMENT:**

- Drive a vehicle to conduct work, using own transportation.
- Office and/or school facility environment.
- Fast-paced work with regular interruptions.
- Small and large group meetings.

**PHYSICAL DEMANDS:**

- Bending at the waist, kneeling or crouching; climb or balance.
- Eyesight corrected or uncorrected sufficient to read a variety of materials including but not limited to fine print.
- Hearing with or without use of hearing aid(s) sufficient to hear any conversation with others. Understandable voice and speech patterns.
- Manual dexterity and coordination sufficient to operate office and/or classroom equipment.
- Sitting, standing and/or walking for extended periods of time.
- Use hands to handle and/or feel; reach with hands and arms.
- Must frequently lift, push, pull or carry up to ten (10) pounds and occasionally lift and/or move up to twenty five (25) pounds.