



## MERCED CITY SCHOOL DISTRICT

### **CLASS TITLE:** COMMUNICATIONS SPECIALIST

#### **PRIMARY FUNCTIONS**

Under the direction of the Communications Director, the Communications Specialist (CS) will assist with administrative and technical projects and serve as the initial contact for public relations. The Communications Specialist will build and maintain public support by organizing, developing, and disseminating information regarding Merced City School District news, communications, social media, and publications. The CS will assist in providing accurate and timely information to staff, school districts, news media, business community, and the general public regarding programs. They will also assist with the identification of topics for publications that inform the public of important issues.

#### **REPRESENTATIVE DUTIES AND RESPONSIBILITIES**

Assist in developing the District's communications plan to effectively communicate the Superintendent's priorities, projects, and goals as delineated by the Superintendent's initiatives.

Assist in developing a district-wide strategic media plan that requires coordinated and systematic practices and responses that align with the Superintendent's priorities and desired outcomes.

Assist with developing policies and procedures regarding all district public relations matters to include district media relations, intra-district communications, promotional functions, special events, and publications.

Plan, organize, stage, and implement activities and events that promote the District's vision and priorities, highlights District employees and or programs and activities, and supports effective and positive communications and visibility.

Coordinates, schedules, and prepares communication activities, interviews, and events.

Schedules, updates, coordinates, plans, and reviews with the Communications Director the District's Communication activity log.

Supports timely and accurate development, production, and dissemination of District publications, reports, and related media.

Works closely with the Communications Director on District communications to internal and external audiences with accurate and timely information which includes but not limited to: Superintendent reports, daily briefings, press releases, publications, records requests, and other related communications.

Maintains the District's event calendar.

Collaborates, supports, and advises the Communications Director and District Administration regarding appropriate public relations methods, procedures, and actions.

Represents the District as the media representative when assigned and maintains effective working relations with the media in all matters concerning the District.

Assists with the District's audio/visual services, photography, and digital outlets which include the District's website, digital media services, and social media platforms.

Maintains all District's social media platforms.

Assists with organizing district related events including employee recognition, years of service recognition, District Foundation, retirement events, and other related activities or events.

Assists in all informational aspects of school bond campaigns.

Attends training workshops and professional development as approved.

Performs other duties as assigned by the Communications Director.

### **QUALIFICATIONS**

#### **KNOWLEDGE OF:**

- Planning, strategizing, developing, and implementing comprehensive plans
- Effective interpersonal skills using tact, patience, and courtesy
- Methods and techniques of writing, designing, and publishing
- Public speaking and instructional techniques
- Clear and effective oral and written communication skills for all types of audiences
- Organization and management principals
- Community partnerships, building relationships, and coordination of supports
- Surveying and polling
- Computer technology and appropriate software
- Preparations of reports, publications, broadcasts, briefings, and press releases

#### **ABILITY TO:**

- Execute the Communications Director's initiatives, priorities, and outcomes
- Learn principals of practices for public relations, marketing, communications, and media relations to include print, broadcast, and social media
- Evaluate and enhance formal, informal, internal, and external communications
- Establish and maintain effective and collaborative working relationships with a diverse range of people
- Plan, prioritize, and meet schedules and timelines

- Communicate, understand, and follow both oral and written directions
- Maintain confidentiality of sensitive and privileged information
- Write clear and concise reports, articles and speeches
- Assist in preparing comprehensive and accurate written and statistical reports
- Assist in analyzing and synthesizing information for accurate data reporting to support District goals
- Understand and disseminate information and issues affecting public education

### **EDUCATION AND EXPERIENCE**

Any combination of education and experience equivalent to: Associate Arts degree in the area of Business/Communication or a related field, or 2 years of related work experience in marketing, communications, public relations, customer service, hospitality accepted. Work experience in the public education system (District or County Office of Education) preferred.

Bilingual skills to effectively communicate with the public and/or media preferred.

### **WORKING CONDITIONS**

#### **ENVIRONMENT:**

Office, school, or meeting environments

Driving a vehicle to conduct work

#### **PHYSICAL ABILITIES:**

Dexterity of hands and fingers to operate office equipment

Hearing and speaking to exchange information in person or on the telephone

Seeing to proofread documents and typing assignments

Sitting for extended periods of time, bending at the waist, kneeling or crouching

This position complies with the rules and regulations of the American with Disabilities Act (ADA).

Legal Reference: California Education Code Sections 45103

Policy Adopted: January 12, 2022