



MERCED CITY SCHOOL DISTRICT

CLASS TITLE: **COMMUNICATIONS DIRECTOR**

PRIMARY FUNCTIONS

Under the direction of the Superintendent, the Communications Director shall plan, organize, coordinate, direct, and oversee the District's comprehensive communication program with a focus on achievement for English Language Learners, Socially Economically Disadvantaged, Foster Youth, Homeless, and Special Education Students. The Communications Director will coordinate, plan, and develop all elements of internal and external communications, media relations, publications, school/business partnerships, social media, marketing, and special events; provide professional and technical support, assistance, and guidance, to the Superintendent and other district administrator as directed; lead the Communications Department and staff.

REPRESENTATIVE DUTIES AND RESPONSIBILITIES

Develops, implements, leads, and directs the District's communications plan to effectively communicate the Superintendent's priorities, projects, and goals as delineated by the Superintendent's initiatives.

Develops, implements, and maintains a district-wide strategic media plan that requires coordinated and systematic practices and responses that align with the Superintendent's priorities and desired outcomes.

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

Standardizes excellent communications and partnerships between the Superintendent, the Board of Education, and other key stakeholders.

Directs and coordinates the timely and accurate development, production, and dissemination of District publications, reports, and related media.

Coordinates 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.

Provides current and relevant media information or press releases to the Superintendent and the Superintendent's Cabinet.

Develops and maintains the District's event calendar.

Directs and leads communications projects as assigned.

Collaborates, supports, and advises the Superintendent, the Superintendent's Cabinet, 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.

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

Oversees and supervises the Communications Department; trains, directs, guides, coaches, and evaluates assigned staff within the Communications Department.

Supports speaking and writing training for senior leadership.

Oversees and organizes district related events including employee recognition, years of service recognition, District Foundation, retirement events, and other related activities or events.

Manages the Communications Department operations with responsibility for budget development, materials, and equipment.

Assists in all informational aspects of school bond campaigns.

Attends training workshops and professional development as approved.

Performs other duties as assigned by the Superintendent.

QUALIFICATIONS

KNOWLEDGE OF:

- Principles and practices of public relations.
- Planning, strategizing, developing, and implementing comprehensive plans.
- Effective interpersonal skills using tact, patience, and courtesy.
- Marketing and communication.
- Methods and techniques of writing, designing, and publishing.
- Media relations, which includes print, broadcast, and social media.
- Public speaking and instructional techniques.
- Clear and effective oral and written communication skills for all types of audiences.
- Organization and management principals.
- Effective techniques of supervision, training, coaching, conflict resolution, and motivation of employees.
- 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 Superintendent's initiatives, priorities, and outcomes.
- Lead the Communications Department.
- Evaluate and enhance formal, informal, internal, and external communications.
- Establish and maintain effective and collaborative working relationships with a diverse range of people.
- Effectively market priorities and services of the Merced City School District.
- Plan, prioritize, and meet schedules and timelines.
- Communicate, understand, and follow both oral and written directions.
- Maintain confidentiality of sensitive and privileged information.
- Build a network of individual, community, and corporate bases.
- Write clear and concise reports, articles and speeches.
- Prepare comprehensive and accurate written and statistical reports.
- Analyze and synthesize information for accurate data reporting to support District goals.
- Understand and disseminate information and issues affecting public education.

EDUCATION AND EXPERIENCE

Any combination equivalent to: a Bachelor's degree in journalism, communications, broadcasting, media, and/or marketing, public administration, public relations or related field. At least five (5) years of comparable experience in public relations or communications in a comprehensive media and communications program with experience in project management and/or supervisory experience.

Master's degree in related field of study 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: November 10, 2020