

**MANAGEMENT JOB DESCRIPTION**

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**DIRECTOR OF COMMUNICATIONS**

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**JOB SUMMARY:**

Under the direction of the Superintendent, the Director of Communications plans, organizes, directs, and evaluates the activities of the District's Office of Communications. The Director supports key District initiatives with internal and external stakeholders; focuses on and is responsible for optimizing communication to advance the District's vision, mission, and values; and builds capacity within the District to create and maintain strong communication. The Director of Communications provides communications, marketing, and public relations support to the Superintendent, District leadership, and Board of Education.

**ESSENTIAL JOB FUNCTIONS:**

- Provides strategic leadership in communications, crisis planning, marketing, public relations, and family engagement to advance the District's mission and objectives. Directs news media relations for the purpose of ensuring that information is accurately and effectively distributed; as appropriate, serves as District spokesperson, as requested by the Superintendent, and acts as primary liaison with news media.
- Oversees, utilizes, and coordinates District communication tools, processes, protocols, and procedures, to inform and engage community members, parents/guardians, and staff including through the CVESD websites, mobile app, mass messaging systems, and social media platforms.
- Supports principals, departments, and District leadership by writing letters and communications, and provides guidance during emergencies, crises, and District-related issues to ensure timely, effective messaging.
- Directs the development and monitoring of District-wide grant programs (e.g. researching, grant writing, legal, budget and financial compliance monitoring, etc.) and leads grant support to individual school sites.
- Develops long- and short-range communications and family engagement plans for the purpose of engaging diverse audiences; ensuring organizational objectives are achieved in the most efficient and timely manner; and participates in the formulation of common message(s) for schools and District leadership.
- Oversees, researches, plans, and develops the District's internal and external communication plans; improves/maintains the positive community identification, or "brand awareness," associated with the District and its schools to advance the District's vision, mission, and initiatives.
- Collaborates across departments to create innovative marketing and business practices that generate revenue and/or decrease expenditures; expands the District's 'green' practices.

- Manages the preparation of District informational, policy and/or administrative materials (e.g. School Accountability Report Cards, brochures, fliers, announcements, reports, parent letters, procedures, etc.); coordinates/manages the District's flier approval process.
- Oversees grant or partner support activities; provides data-driven outcomes, audit references, and/or establishment of procedures that meet compliance requirements.
- Able to successfully meet the multi-lingual communication needs of parents, community members, and mass media.
- Strategically cross-trains key personnel and builds in redundancies in emergency communications, including communications in Spanish.
- Responds to issues involving conflicts of personality, policies, and/or regulations, and community concerns.
- Develops and enhances relationships with staff, families, city and county government, the Chula Vista Chamber of Commerce, Eastlake Educational Foundation, local business community, law enforcement, service clubs, civic organizations, and local, state, and U.S. elected representatives to foster meaningful family-school connections.
- Provides leadership in planning and organizing community events and support Expanded Learning Opportunity Program communications.
- Oversees, coordinates, and facilitates various student, community, and staff events, including visits by public officials, ceremonies, recognition events, special presentations, workshops, and other events as required.
- Prepares and disseminates District news releases, feature stories, letters, speeches, blog or social media posts, digital video, photographs, e-newsletters, or web content.
- Provides parents/guardians with information on family and community support services and resources.
- In collaboration with school principals, notifies and recruits parents/guardians for parent education opportunities.
- Works with the Chula Vista Community Collaborative and other agencies to seek resources and ideas to increase parent and family participation and engagement.
- Assists schools and school leadership in collaborating and sharing best practices for engaging parents.
- Maintains accurate records of participation and evaluation of parent/guardian activities for the purpose of reporting to the Board of Education, as well as to District and state auditors.
- Prepares a variety of written materials for the purpose of conveying information, documenting activities, and establishing and maintaining collaborative working relationships with others.
- Develops, prepares, and conducts workshops for parent/guardian education, advocacy, and engagement.

- Represents the District in a variety of meetings as required (e.g. workshops, community and public agencies, seminars, conferences, etc.) for the purpose of sharing and gathering information about education and related subjects.
- Collaborates with others (e.g. District personnel and administration, school personnel, families, community organizations, etc.) for the purpose of carrying out and maintaining services or programs.
- Administers the release of public records, information, and materials regarding District activities and programs; develops and facilitates open forums and/or other feedback mechanisms for parents/guardians, students, employees, and other interested parties.
- Performs personnel administrative functions (e.g. training, supervising, evaluating, etc.) for the purpose of maintaining necessary staffing, enhancing productivity of staff, and ensuring necessary department and/or program outcomes are achieved.

**ESSENTIAL JOB REQUIREMENTS - QUALIFICATIONS:**

- Knowledge, skills, and abilities required for this strong classification would typically be acquired through graduation from a four-year college or university.
- **Training and Experience:**  
Evidence of increasingly responsible experience in the communications/public relation field; superior presentation and analytical skills; a working knowledge of comprehensive internal and external communication methodologies; and sensitivity to the importance of two-way communication in a multicultural environment are vital.

*Management Salary Schedule: Range A*  
*BOARD APPROVED: 8/14/13*  
*REVISION DATES: 8/9/23*  
*9/10/25*