MT. DIABLO UNIFIED SCHOOL DISTRICT

SENIOR ADMINISTRATIVE EXECUTIVE ASSISTANT to the SUPERINTENDENT/ COMMUNICATIONS SPECIALIST (C/F)

Primary Function

The Senior Administrative Assistant to the Superintendent/ Communications Specialist (C/F) coordinates and supervises the general operation of the Office of the Superintendent, plans and manages communication activities of the district; and acts as a liaison to the community in extending and strengthening community support and understanding of public schools.

Under general direction, performs work of considerable difficulty in providing administrative support to the Board of Education and the Superintendent in serving as a liaison to the community and in planning and coordinating the public information program.

Directly Responsible To

Superintendent

Major Responsibilities

1. Assists with the preparations of the Board's agendas and back-up material.
2. Performs administrative secretarial work for the Superintendent.
3. Takes and transcribes minutes of all Board of Education meetings.
4. May provide clerical support to members of the Board of Education.
5. Monitors and assists in the updating, revision and development of Board polices and administrative regulations.
6. Serves as a primary liaison with the media.
7. Coordinates district communications and public relations activities (internal and external).
8. Arranges publicity releases and newspaper coverage of district events, programs, and activities.
9. Develops, administers and evaluates the public information/communication program for the district.
10. Serves as district's publications advisor.
11. Assists the Board of Education and the Superintendent with correspondence.
12. Attends board meetings as a media resource person.
13. Responds to specific questions by board members, staff, parents, and the general public, citing and interpreting board policy and/or district practice when appropriate.
14. Communicates with various news media and communication consultants and provide information related to Board meetings or community interest activities.
15. Serves as liaison to the business community and assists in the development of mutual programs.
16. Represents the district in the community; develops and maintains contacts with community leaders as a basis of extending and strengthening community understanding and support of public schools.
17. May serve as a district liaison for volunteer programs, agencies, parent groups, service clubs, etc.

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18. Routes to the Superintendent correspondence for communications warranting his/her attention and drafts replies for his/her review.
19. Assists the Superintendent in the performance of his/her duties as Secretary to the Board of Education.
20. Maintains current knowledge of pertinent laws, rules and regulations.
21. Serves as confidential secretary to the Superintendent.
22. Performs a variety of clerical and technical tasks and serves as liaison with other District staff and the public.
23. Performs other duties as assigned.

Qualifications

Knowledge and Skills

1. Comprehensive knowledge of the principles and practices of community relations and public information.
2. Considerable knowledge of school district policies, procedures, organization and operation.
3. Knowledge of media relations and techniques.
4. Comprehensive skill in a wide variety of communication techniques.
5. Skill in analyzing public relations consequences when policy or procedural changes are planned.
6. Skill in serving as the Board/Superintendent's representative to the community.
7. Skill in establishing and maintaining effective working relationships with others.
8. Knowledge of district policies, laws, rules, and regulations related to the functions of the Superintendent's office.
9. Knowledge of modern office practices, procedures and equipment.
10. Skill in letter and report preparation techniques and data management.
11. Knowledge of storage and retrieval system.
12. Skill as a receptionist and in telephone techniques and etiquette.
13. Skill in the use of English language, grammar, spelling, punctuation and vocabulary.
14. Skill in the operation of office machines including computer equipment and specified software.
15. Skill in typing, taking and transcribing dictation with accuracy and speed.

Education, Training and Experience

1. Completion of college level coursework in public relations, communication, public administration, educational administration or related fields.
2. Three years of increasingly responsible experience working in a public school system.
3. Three years of experience working in a community relations, public information role.
4. Or an equivalent combination of training and experience, as cited above.

Confidential Range 633
Adopted by the Board of Education: 04/2000