

Dry Creek Joint Elementary School District

Job Description

POSITION TITLE: COMMUNICATIONS TECHNICIAN

Classification:	Confidential	Work Year:	251 Days
Department:	Superintendent	Board Approval:	March 3, 2022
Reports To:	Superintendent		
Salary Range:	Confidential Salary Schedule		

BASIC FUNCTION:

Works under the direct supervision of the designated supervisor(s). The Communication Technician assists with day-to-day support, communication and social media strategies for DCJESD, ensuring organizational values, objectives and goals are achieved.

DISTINGUISHING CHARACTERISTICS:

This job class has been designated "Confidential" by the Board of Trustees in accordance with the Rodda Act.

REPRESENTATIVE DUTIES:

- Prepares, processes, and accesses confidential information that is used to contribute to the development of management positions with respect to employer-employee relations.
- Prepares labor negotiations communication and strategy development.
- Coordinates, prepares and works with related staff on grant applications.
- Assists in the planning and implementation of district-wide events.
- Assists in responding to public records/information requests from internal and external sources.
- Is responsible for day-to-day communications efforts through written and multimedia content for DCJESD social platforms, website, newsletters, internal platforms and other mediums as assigned.
- Assists leadership in responding to news media inquiries, drafts new releases and media advisories, and arranges and coordinates media interviews as instructed for the purpose of developing and disseminating accurate information and effective media coverage of District activities.
- Ensures social media communications are consistent with established style, voice and branding protocols; develops content and responses for DCJESD social media accounts.
- Develops relationships with colleagues responsible for social media monitoring on education topics throughout the region.
- Supports social media engagement strategies and assists in developing targets media campaigns based on research and data.
- Assists in maintaining and updating website content.
- Coordinates the layout, design and production of web site; newsletters and other publications.
- Provides graphic design support for sites and departments.
- Edits materials designed for internal and external communications for credibility, understandability, readability, format, style, content, grammar and composition.
- Provides assistance and serves as a resource to staff in designing and preparing information for internal and external audiences (e.g., web-based materials, press releases, newsletters, articles, brochures, directories, video-based materials, etc.) for the purpose of providing clear and well-designed communications and information.
- Contributes to the development and maintenance of comprehensive communications, marketing, and engagement plans for the purpose of supporting District goals, strategies and initiatives.
- Provides support completing projects as assigned to meet the needs of school sites, District departments and the Board of Education.
- Assists in executing daily operations, including communicating with the public, students and district staff, for the purpose of ensuring effective and timely completion of tasks and responses.
- Travels to various sites and functions to conduct interviews and photograph students, teachers, administrators, staff, and the public.
- Supports effective responses to emergency/crisis situations by supporting the consistent flow of factual information to key audiences as directed.
- Maintains and disseminates Board of Trustees Meeting agendas.

- Coordinates and attends Board of Trustees Meetings.
- Assists in updates and revisions of Board Policies and Administrative Regulations.
- Assists in completing general clerical duties as assigned.
- Responds to phone calls, emails, letters and other communications.
- Prepares necessary documents/training materials as needed.
- Performs other related duties as assigned.

EDUCATION AND EXPERIENCE:

- Combination of education and training equivalent to two years of college with focus in communications and/or social media engagement principles and practices recommended.
- The equivalent of one year of technical communications/media experience.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

- Excellent verbal, written and interpersonal communication skills;
- Excellent English usage, spelling, grammar, punctuation, and composition;
- Current technology for performance of duties; including graphics design and current publication/print software;
- Excellent analytical and critical thinking skills and ability to use good judgment when making independent decisions;
- Principles, methods, procedures, and strategies concerning a public information, communications, and community relations program within a public school;
- Legal mandates, California Education Codes, policies, regulations and guidelines pertaining to the distribution of news and public information;
- Public Relations' Code of Ethics;
- Social media applications;
- Copyright laws.

ABILITY TO:

- Develop and maintain effective working relationships with District staff, Board members, news media, and the general public;
- Stand and/or sit for extended periods of time;
- Enter data into a computer terminal and operate standard office equipment for extended periods of time;
- See and read a computer screen and printed matter with or without vision aids;
- Speak so that others may understand at normal levels and on the telephone with or without hearing aids;
- Hear and understand at normal levels and on the telephone with or without hearing aids;
- Stand and/or walk on hard and/or uneven surfaces for extended periods of time;
- Bend, squat, and/or stoop for brief periods of time;
- List of ability/physical requirements is not exhaustive and may be supplemented as necessary.

LICENSES AND OTHER REQUIREMENTS:

- Valid California driver's license; provide personal automobile

WORKING CONDITIONS:

ENVIRONMENT:

- General office environment
- Normally located in a work environment with light physical qualifications and requirements
- Employees in this position primarily will work indoors in an office environment during the course of the required work schedule.
- Driving a vehicle to conduct work at school sites or in the community is frequently required.
- Employees in this position will come in direct contact with school site staff, students, parents, and the public.
- May occasionally perform duties and responsibilities that occur outside school buildings and facilities on the school campus and at other school related activities and events.

PHYSICAL ABILITIES:

- Ability to lift 25 lbs. maximum or carry any object weighing up to 15 lbs.