

MANAGEMENT JOB DESCRIPTION

COMMUNICATIONS OFFICER

JOB SUMMARY:

Under the direction of the Executive Director of Operations and Communications, collaborates across the District to create and implement an Annual Strategic Communication Plan; collects and disseminates information within and about the District; educates the larger community as well as parents and employees of the District on the achievement and well-being of students; facilitates two-way engagement for internal and external audiences; and is accountable for data-driven outcomes. This is a management position.

ESSENTIAL JOB FUNCTIONS:

- Provides leadership in the collaborative development and continuous updating of an overall Communication Plan for keeping all segments of the public and community informed of District programs, activities, and accomplishments.
- Manages a comprehensive, Strategic Communication Plan to engage diverse audiences, using a variety of print and electronic media and techniques.
- Manages, reviews, and critiques District and school site web page structure and content.
- Manages news media relations; maintains information databases to effectively communicate District programs and activities. Communicates District messages in a coordinated manner and solicits significant input from the general public on important educational issues in a timely manner.
- Communicates on behalf of the District in its relationships with key communicators including city and county government, the Chula Vista Chamber of Commerce, law enforcement, service clubs, civic organizations, and local, state, and national elected representatives.
- Prepares and disseminates news releases, feature stories, public statements, letters, speeches, public service announcements, informational materials, e-newsletters, webcasts, digital video, brochures, photographs, posters, and pamphlets concerning educational programs and activities, Board of Education meetings, and general information about the District; serves as District spokesperson as appropriate.
- Works with community and school personnel to promote individual school newsletters and communication plans; and coordinates the dissemination of information within the school system, among the schools, and between schools and community.
- Takes photographs suitable for use in publications or by the media and monitors student safety issues related to photo publication and distribution.
- Trains, assists, and develops capacity among school personnel and members of school-related organizations in methods of improving publicity and media relations.
- Coordinates all press information in times of emergency, disturbance, or periods of exceptional concern.
- Drives a vehicle to conduct work.
- Performs other duties as assigned.

ESSENTIAL JOB REQUIREMENTS - QUALIFICATIONS:

- **Applicable Credentials:**
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 J
BOARD APPROVED: 7/24/07