

LAGUNA BEACH UNIFIED SCHOOL DISTRICT

Job Description: Director of Communications and Engagement

Classified Management

Basic Function:

Under the general direction of the Superintendent of Schools, is responsible for the management of LBUSD's public information and community relations strategies, and development and maintenance of community partnerships. This role will also be responsible for leading parent engagement efforts for LBUSD working with staff and community partners.

ESSENTIAL DUTIES:

Public Information

- Design and implement communication strategies that maximize community and stakeholder engagement. Manage an array of public and internal information activities utilizing multiple sources, including print, television, radio, and online media
- Develop and maintain LBUSD's Communications Plan
- Provide pre and post Board meeting information to media and LBUSD community
- Share information to news media and develop press releases
- Direct and evaluate the work of assigned staff
- Maintain a professional relationship with newspapers and other media representatives
- Assist school site and district office administrators in the development of effective communication vehicles such as brochures, newsletters, and other forms of written public relations materials
- Manage content of LBUSD communication tools, including websites, press releases, photo opportunities, announcements to the community, social media, telephone messaging, etc.
- Push content, such as personal success stories from students and employees to local media through social media, etc.
- Plan, develop, and implement public relations strategies and activities
- Capture and maintain images and videos to create a digital library to help the district tell our story
- Meet with various constituents, government and community groups to obtain and provide information
- Develop strategies and procedures for working effectively with the media
- Manage public relations during significant events and potential crisis situations as the District's liaison with city, county, and state officials as appropriate
- Provide professional and technical support, assistance, and guidance to District administrators, and staff in communications matters
- Manage public records requests

Community Relations/Partnerships/Engagement

- Develop and maintain relationships with local media; serve as District liaison with media, other organizations, etc
- Establish and maintain strong partnerships and represent LBUSD with community and school groups
- Coordinate District level parent engagement events including parent education, workshops, and larger community events
- Work with Superintendent and Cabinet in the development and coordination of LBUSD's marketing and community outreach plan

- Represent the Board of Education and the Superintendent at various district and community events. Represent LBUSD to community organizations
- Facilitate parent and community involvement in schools in ways that positively impact student learning
- Plan and manage District sponsored community events
- Coordinate LBUSD legislative advocacy activities
- Develop and promote interest among groups supportive of the District's education objectives to enhance and expand the organization's positive reputation

Employee Engagement

- Assist with planning of District-wide employee events
- In coordination with HR, develop strategies to improve employee awareness and participation in wellness activities
- Identify measures of employee satisfaction and collaborate with District and site leadership to improve outcomes

Other Representative Duties

- Attend LBUSD Board Meetings and other meetings as directed by the Superintendent
- Carry out all other duties as assigned which are consistent with the general requirements and qualifications of the position by the Superintendent
- Attend conferences, seminars, and other professional development

QUALIFICATIONS:

Knowledge of:

- Principles of public relations and communication strategies
- Principles of effective transparent two-way communication
- Principles of techniques of digital photography, video broadcasting, and graphic design; Correct English usage, spelling, punctuation, and vocabulary
- Operation of computers and web-based video streaming processes
- Operation of communications/publication related software such as current Adobe products
- FERPA and district security/confidentiality policies and procedures
- Social media applications
- Public relations strategies and techniques related to mass media communications
- Legal mandates, policies, regulations, and guidelines pertaining to the distribution of news and public information
- CA Public Records Act requirements

Ability to:

- Assist in developing, implementing, and evaluating public relations goals
- Establish priorities and work under pressure to meet deadlines
- Organize and handle a variety of projects simultaneously
- Coordinate production and printing of publications and promotional materials in an effective and appropriate manner within designated timelines

- Write creatively and clearly for broad public appeal and specialized audiences
- Edit and proof written copy for publication in a variety of media outlets
- Design and implement user-friendly webpages in alignment with district standards. Train users on web-based and social media applications, concepts, and techniques. Generate data and compile reports
- Operate and use photographic equipment
- Operate and use video streaming equipment and software
- Communicate effectively in English
- Establish and maintain cooperative relationships with district stakeholders and employees
- Demonstrate an understanding of, sensitivity to, and respect for, employees, community members, and the general public at large
- Speak within careful bounds of stated or implied policy
- Work flexible hours that may include evening and weekend events

Personal Qualities:

- Independent worker
- Maturity and good judgment
- Neat, professional, and polished appearance
- Willingness to assume a wide range of responsibilities
- Willingness to learn new skills to continuously improve
- Pleasant interpersonal skills using tact, patience and courtesy
- Collaborative working skills
- Good organizational skills
- Commitment to professional responsibility
- React to change productively

MINIMUM REQUIREMENTS:

Education:

Bachelor's Degree or higher, or any combination of professional training or experience equivalent in field directly related to position requirements.

Experience:

At least five years of experience working in community relations, public information or corporate relations preferred.

Licenses:

Valid California Driver's License
Evidence of insurability

WORKING CONDITIONS:

Environment:

- Indoor office work environment.
- Outdoor environment for photography and special event purposes.
- Constant interruptions.

Physical Requirements:

- Ability to frequently stand, reach, grasp, stoop, bend, push, pull, kneel, squat, and twist.
- Ability to frequently bend at the waist, kneel or crouch to retrieve and file materials and equipment.
- Ability to sit for extended periods of time.
- Ability to frequently lift and move items weighing up to 25 pounds, including office supplies, printed materials, and equipment.
- Ability to see for purposes of reading instructions, labels, and other printed matter and for the safe operation of equipment.
- Ability to hear and understand speech at normal levels in person and on the telephone.
- Ability to communicate so others will be able to clearly understand a normal conversation in person and on the telephone.
- Ability to operate computer, calculator, copy machine, telephone, and other office equipment with dexterity and in a safe and efficient manner.

Operation of Vehicles, Machinery, and Equipment Requirements:

- Ability to travel to a variety of locations within a reasonable timeframe
- Must be able to perform basic office skills as well as publications software which may include office, multimedia, photography and computer equipment

Mental and Emotional Requirements:

- Ability to understand and follow oral and written directions
- Ability to work independently with little direction
- Ability to concentrate on and meet numerous deadlines
- Ability to establish and maintain effective working relationships with others
- Ability to make independent decisions to respond to numerous requests, deadlines, and to prioritize assignments
- Ability to exchange information
- Ability to learn the procedures, functions, and limitations of assigned duties