

**BUENA PARK SCHOOL DISTRICT
CLASSIFIED MANAGEMENT
RANGE M05
12-MONTH POSITION**



COMMUNICATIONS SPECIALIST

DEFINITION

Under the direction of the Superintendent, the Communications Specialist plans, organizes, and coordinates the District's public information program including social media and publications regarding the District, its programs and education priorities; coordinates the District's internal and external communications systems, crisis communication, communiques related to bargaining, community relations programs, social media strategy and content design; works directly with the Superintendent on issues affecting students, staff, and the community; perform other related duties as assigned.

DISTINGUISHING CHARACTERISTICS

This position is distinguished from other District staff by the professional-level responsibility and high degree of independent judgment required to act as the District's representative for public relations and communications, serving in an influencer capacity for the District.

SUPERVISION RECEIVED AND EXERCISED

This position receives supervision and reports directly to the District Superintendent, and while the Communications Specialist does not directly evaluate or supervise staff, the position serves as a professional advisor to District leadership and staff regarding public relations and communications.

EXAMPLE OF DUTIES - Duties may include, but are not limited to, the following:

- Plans, organizes, and develops a variety of programs, projects, and activities related to the District's public relation and public information efforts consistent with the vision of the District;
- Consults regularly with the Superintendent or designee to communicate with a broad audience of staff, parents, students, administrators and community members through work groups, committees and task forces, ensuring a high level of customer service;
- Advises and consults with school site and District administration to develop and disseminate high-quality, effective communication products and media through a variety of professional and current media and communication outlets;
- Coordinates with administration and creates, maintains, and organizes content for District and school site branding and marketing efforts to maintain a professional online presence;
- Collaborates with the Superintendent, executive cabinet, and appropriate leadership to provide professional communication guidance and recommendations in preparing and editing news releases, publications, and social media content in compliance with policies, regulations and guidelines during crisis, emergency, or situations requiring sensitive public perception awareness;
- Cultivates and maintains a positive public image of the District through daily monitoring of various social media platforms in order to gauge public perception and responds to stakeholders through these platforms;
- Establishes and maintains positive relationships with school and district staff, parent groups, and works as a liaison to community partners, vendors, and the general public;
- Develops, maintains, and reviews District and school site website content, including strategic placement of information and oversight of content accuracy and relevance, providing training for school administrators, managing district-approved social networking accounts to ensure adherence to District policies and best practices;
- Coordinates and supervises the development of a variety of multimedia, photography, and video productions at District and off-site events; prepares scripts, set-ups, and shooting schedules; sets production priorities and ensures deadlines are met; maintains an archive of such media content for internal and external use;

- Fosters and maintains cooperative and professional relationships with all relevant and appropriate media outlets, District partners, community organizations, and nonprofits;
- Monitors local, state, and national public opinions related to education and the District;
- Proactively collaborates with other industry professionals, networks, and organizations to remain current with the latest education and community relations trends and practices and to encourage positive media stories;
- Writes, edits, and distributes various documents, including speeches and recognition/event scripts, news releases, articles, and opinion pieces to appropriate media and outlets, and advises appropriate administrators on related work;
- Attends District board meetings as directed as well as a variety of meetings and conferences for the purpose of obtaining and disseminating information on behalf of the District;
- Coordinates and advises on the planning, preparation, and promotion of District functions and special events;
- May serve as District spokesperson in case of emergency or crisis events;
- Performs related duties as assigned.

QUALIFICATIONS

Education & Experience:

Any equivalent combination of training, education, and experience that demonstrates the applicant possesses the required knowledge, skill, and ability to perform the job duties:

Education: Bachelor's degree in public relations, communications, or a related field.

Experience: Three (3) years experience in public relations/communications is required with experience coordinating technology integration/social media instruction preferred.

Licenses & Other Requirements: Possession of a valid California Driver's License and insurability by the District's liability insurance carrier

Knowledge of:

- Principles and practices of public relations, community relations, and communication programs;
- Principles and techniques used in establishing and maintaining strong community relations;
- Methods, techniques, and procedures pertaining to the preparation of news releases, news copy, promotional brochures, and other informational materials;
- News media, social media, and other informational distribution resources;
- Current K-12 instructional practices, theories, and methods;
- Principles and techniques of instructional technology;
- Broad knowledge of emerging trends in instructional technology;
- Educational curriculum and instructional goals and objectives, and the educational trends and research findings relative to effective use of technology for learning.

Ability to:

- Coordinate news releases and publications to inform the public of the programs, services and events;
- Write, assemble, and edit a variety of materials that are creative, descriptive, technical, and factual;
- Operate a computer, digital camera and related office equipment such as a copier, fax machine, and printer;
- Respond to sensitive matters with discretion and tact;
- Interpret and apply rules, laws, codes, and policies pertaining to the District;
- Remain abreast of the emerging and changing AI and social media technologies;
- Analyze situations accurately and recommend an effective course of action;

- Communicate effectively, both in oral and written form;
- Prepare clear, accurate and concise records and reports;
- Plan, prioritize, and organize work within established timelines;
- Work independently with minimal direction and take initiative;
- Direct the work of others as required;
- Establish and maintain a cooperative relationship with those contacted in the course of assigned duties including students, staff, and parents;
- Diplomatically handle conflicts and improve interpersonally strained situations;
- Demonstrate mental acuity sufficient to perform the essential functions of the position;
- Demonstrate empathy, friendliness, patience and responsibility;
- Effectively prioritize, handle and respond to changes at work as well as to competing and/or difficult situations as they arise;
- Effectively work in a team environment; facilitate group discussions to make sound decisions;
- Be motivated to excel, participate, and produce high quality work product;
- Comprehend and follow directions;
- Maintain a work pace appropriate to the position;
- Work within strict time lines and stressful situations;
- Reason in the abstract, process information, make appropriate decisions, and make accurate calculations.

WORKING CONDITIONS

The work environment and physical demands of the position, as described below, are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals to perform the essential functions of this position.

Work Environment: The employee works in an office and school environment; occasionally exposed to outside weather conditions; will be required to use an automobile in the course of employment; will be required to attend evening meetings and some travel; and may be required to work some weekends; and may work with video display terminal for prolonged periods. Noise level in the work environment is usually moderate. The employee has direct contact with the public, students and other employees in person and through telephone, electronic mail, and other written communications, requiring the ability to effectively manage a high volume of work despite frequent interruptions. Some interactions resulting from these contacts can result in stressful situations that are a regular part of the work environment.

Physical Demands: Primary functions of the position require sufficient physical ability and mobility to work in an office setting as follows: to sit, stand, and walk for extended periods of time; to twist at the neck and trunk; to bend at the waist, stoop, and kneel; to see, with or without correction, within normal visual range in addition to possessing specific vision abilities required by this job; to hear within the normal audio range with or without aide; to communicate orally and in writing in order to exchange information with others; lift and carry up to 20 pounds; operate office machines and equipment in a safe and effective manner; demonstrate manual dexterity necessary to operate calculator, typewriter and/or computer keyboard at the required speed and accuracy; and conduct frequent repetitive arm, hand and body motion. Regular physical attendance at work is an essential requirement of this job classification. In addition, operation of a motor vehicle with a valid Class C Driver's License.

The information contained in this physical standards description is for compliance with ADA and is not an exhaustive list of duties performed. The individuals in this job perform additional duties and additional duties may be assigned.

BPSD BOARD APPROVAL

First Read: August 13, 2026

Second Read & Approval: September 10, 2026