



Sunnyvale School District

Position Title: Manager of Communications and Community Engagement

Work days/month: 260 Days/ 12 months

Salary: Classified Management Salary Range VII
(<https://www.sesd.org/Page/719>)

Basic Functions:

Under the direct supervision of the Superintendent, the Manager of Communications and Community Engagement is responsible for the overall public relations of the Sunnyvale School District including planning, directing and coordinating internal and external communications, marketing, family and community engagement, strategic partnership development, governmental relations and media relations; serves as primary public relations counsel to the superintendent, superintendent's cabinet and leadership team of the District; ensures effective and efficient day-to-day operations of assigned departments.

The Manager sets department vision and strategies in alignment with the District's Strategic Plan with the objective of supporting student learning, develops operational plans for the department, and oversees implementation and evaluation conducted by any communications and engagement team members, contract workers, and vendors.

Essential Duties and Responsibilities:

1. Leads strategic communications planning during periods of organizational change, crisis response, emergency situations, and high-profile District initiatives to ensure transparency, trust, and timely communication with staff, families, students, and the broader community.
2. As a member of the Superintendent's Cabinet, provides support, direction, coaching, assistance and training on communication and community engagement matters, including customer relations, partnership implementation, volunteerism and other related topics to District Leaders, staff members, LCAP and Strategic Plan team, volunteers, community partners, families and others.
3. Serves as a District spokesperson and key representative, maintaining communication and positive relationships with news media, community groups, and other internal and external District audiences.
4. Ensures District compliance with the California Public Records Act.
5. In coordination with the Superintendent, facilitates two-way communication and engagement with the community regarding important decisions being made by the District and Board of Education.
6. Develops and implements the District's plan for community relations, public awareness, internal communication, and family and community engagement in alignment with the District's Strategic Plan and Local Control Accountability Plan (LCAP).
7. Develops and implements internal communication systems and practices that strengthen alignment, clarity, organizational culture, and employee engagement across all departments and schools.
8. Develops and oversees regional and community partnerships for the District and schools to support family engagement and vital District initiatives.
9. Manages communications and community engagement team, setting goals and objectives and supervising tactics such as publications, media relations, brochures, videos, social media, volunteerism and events.
10. Oversees digital communications strategies including website management, multimedia storytelling, social media engagement, accessibility compliance, and data-informed communication practices.
11. Manages budgets for public relations, communications, and family and community engagement efforts.
12. Works closely with schools to determine needs for and develop mutually beneficial partnerships with community-based organizations, to support identified needs of low-income, multilingual learners and/or underrepresented students and families.
13. Leads recruitment and oversees implementation of a volunteer initiative to increase volunteers and resources to local schools including developing volunteer procedures and processes, matching volunteers to opportunities, facilitating staff and volunteer screening and training.
14. Creates opportunities for partner and volunteer recognition in support of school and District programs.

15. Evaluates partnerships to measure effectiveness for supporting student achievement, community connectedness, and other identified objectives.
16. Supervises and directs District communications activities to ensure quality control, effectiveness, and accuracy in the preparation and dissemination of all print and electronic communication vehicles.
17. Oversees the maintenance, accuracy, and relevance of District and site website content and design.
18. Monitors local, state, and national legislation, policies, and regulations as they relate to education issues and informs the Superintendent of implications for the District.
19. Serves as the Superintendent's liaison to family and community organizations including the Sunnyvale Education Foundation, PTAs, and the Sunnyvale Rotary Club.
20. Maintains systems and archives that document and preserve District communications, milestones, achievements, and historical records.
21. Performs other related duties as assigned.

Knowledge and Abilities:

Knowledge of:

1. Principles and techniques of leadership, organization, supervision, administration, and management.
2. Fundamentals of publication design, distribution and production.
3. Advanced journalism techniques, modern news media structure, and processes for effective media relations.
4. Marketing, reputation management, and public awareness building practices.
5. Web page development, use, and maintenance.
6. Advanced verbal and written communication skills, and techniques in conceptualization and creativity.
7. High-level English, grammar, spelling, composition and vocabulary.
8. School District organization, rules and regulations; applicable laws and statutes.
9. Skilled at working inclusively and effectively with people and organizations, groups, and community networks from the many cultures who comprise our diverse community.
10. Interpersonal skills using tact, patience and courtesy, and the ability to adapt to a wide range of challenging situation
11. Provide excellent customer service in dynamic situations, maintaining a positive and responsive attitude when facing challenges.
12. Strong oral, and written communication skills and the ability to edit others' work.
13. Knowledge of applicable laws, codes, regulations, policies and procedures.
14. Operation of a computer and assigned software including word processing, website management, email marketing, and mass notification systems.

Ability to:

1. Supervise the performance of assigned personnel.
2. Analyze work systems and processes to maximize efficiency and effectiveness.
3. Communicate effectively: listening, speaking and writing in English.
4. Effectively articulate complex and sensitive information verbally and in writing.
5. Exercise frequent use of discretionary judgment in varied situations.
6. Perform objective research, compiling data and other information.
7. Follow oral and written directions.
8. Work cooperatively and effectively with parents, administrators and the public.
9. Work efficiently as a team member; establish/ maintain cooperative, effective working relationships with others.
10. Read, understand, apply and explain technical policies and materials.
11. Interpret, apply and explain rules, regulations, policies and procedures.
12. Establish and maintain cooperative and effective working relationships with others.
13. Operate a computer and assigned office equipment.
14. Analyze situations accurately and adopt an effective course of action.
15. Meet schedules and timelines.
16. Work independently and creatively with little direction.
17. Plan and organize work.
18. Maintain consistent, punctual and regular attendance.
19. Hear and speak to exchange information and make presentations.
20. Understand and work effectively and inclusively with people from different cultures.
21. Facilitate internal and external groups to build trust, shared understanding, and communication.

Education and Experience:

1. Any combination equivalent to a Bachelor's degree from an accredited college or university preferably with significant coursework in communication, journalism, broadcasting, media, human relations, marketing, public relations and/or experience working in related fields such as communications, marketing, family and community engagement, strategic partnership development, governmental relations, and media relations.
2. Minimum of five (5) years of experience in the field of communication and/or community engagement; K-12 school district experience preferred.
3. Bilingual and biliterate in English and Spanish highly desirable.

Licenses and Other Requirements:

1. Fingerprint clearance from the Department of Justice and Federal Bureau of Investigation.
2. Hold a valid driver's license.
3. NSPRA/PRSA Accreditation in Public Relations (APR) Certification or equivalent experience desired.
4. Follow NSPRA Code of Ethics/North American Public Relations Council Uniform Code of Ethics.

Working Conditions:**Environment:**

1. Primarily office environment.
2. Subject to frequent interruptions and ongoing mandated deadlines.
3. Campus-wide environment and community-based settings: outdoor when required.
4. Occasional interaction with emotional, dissatisfied, or demanding individuals.

Physical Demands:

1. Dexterity of hands and fingers to operate a computer keyboard and other office equipment
2. Auditory ability to exchange information.
3. Visual acuity to read a variety of materials in both print and digital formats.
4. Sitting/standing for extended periods.
5. Kneeling, bending at the waist, and reaching overhead, above the shoulders, and horizontally.
6. Ability to lift up to 25 pounds.
7. Driving a vehicle to conduct work.

Terms of Employment: Salary and work year to be established by the Board of Education.

Evaluation: Performance of this job will be evaluated by the Superintendent in accordance with the Memorandum of Understanding between the Sunnyvale School District and the Sunnyvale Classified and Certificated Association for Management Personnel (SCCAMP).