

DRAFT



JOB DESCRIPTION
COMMUNICATIONS INTERN

Seasonal – Part Time – For College Course Credit

OVERVIEW

The San Rafael City Schools (SRCS) Communications Team is responsible for leading the development and implementation of highly effective communications that increase awareness, participation and support for the District's goals as outlined in its Local Control and Accountability Plan (LCAP). To achieve this, the team plans, develops, coordinates and prepares responsive and transparent communications, programs and systems that support and promote an understanding of the District's role, objectives, accomplishments and needs.

This internship position will have the opportunity to design, develop and implement tools to enhance communication for SRCS while gaining new skills, refining expertise and obtaining real-life work experience. This position will collaborate with the Director of Communications in the following areas: community engagement, public relations, community relations, social media, publications, recognition, media relations, marketing, website management and event planning.

DIRECTLY RESPONSIBLE TO

Director of Communications

EXAMPLES OF RESPONSIBILITIES

Effectively communications with students, parents, staff and community members helps to ensure high-quality educational opportunities are available for all students. The Communications Intern will work directly with the Director of Communications to assist with:

- Developing communication plans to ensure high-quality and proactive communication and engagement of stakeholders
- Development of electronic and print promotional materials
- Utilization of social media
- Design and dissemination of internal and external messages (i.e. newsletters, email, print materials)
- Preparation of media releases
- Writing and updating various web content
- Support student events that promote student learning and community awareness
- Other responsibilities

SRCS does not discriminate in any of its policies, procedures, or practices relating to employment, education program, or educational activity on the basis and/or association with a person or group with one or more of these actual or perceived characteristics of age, ancestry, color, disability, ethnicity, gender, gender identity or expression, genetic information, marital status, medical condition, national origin, political affiliation, pregnancy and related conditions, race, religion, retaliation, sex (including sexual harassment), sexual orientation, Vietnam Era Veterans' status, or any other basis prohibited by California state and federal nondiscrimination laws respectively. Not all bases of discrimination will apply to both education services and employment.

QUALIFICATIONS

Intern candidate must be enrolled in communications, public relations, journalism, graphic design, marketing or related field OR must have completed two semesters of coursework in those areas. Ideal candidate will be:

- Understanding of the importance of two-way communication and engagement
- Creative
- Detail-oriented and strong written, oral and communication skills
- Experience with social media platforms (Facebook, LinkedIn, Instagram, Twitter, etc.)
- Familiar with website management and Adobe Creative Suite

Candidate must also obtain:

- TB Clearance
- Valid California Driver's license

EXPECTATIONS

- Minimum requirement of eight hours per week for at least 10 weeks
- Willingness to learn and follow District policies and practices related to communications
- Represent the District to the community and employees in a positive manner
- Foster awareness and understanding of public education
- Perform responsibilities in professional, courteous manner

BENEFITS

No monetary compensation will be provided; however, intern will be afforded opportunity to refine skills, gain valuable work experience, attend appropriate District and community meetings, establish resources and contacts and develop new areas of expertise.

The District is supportive of the intern pursuing course credit with the intern's college or university for the experience. If the intern would like to receive college course credit, the intern must take responsibility for researching and communicating the requirements and arranging the process for course credit to be approved and obtained.

TRAINING AND EVALUATION

Intern will be provided with orientation to position and District; initiation training on areas of responsibility and supervision as necessary. Majority of work will be conducted independently with clear guidelines, deadlines and expectations. Evaluation will be conducted at the midpoint and final stages of internship.

PHYSICAL REQUIREMENTS

The usual and customary methods of performing the job's functions require the following physical demands: some lifting (up to 20 pounds), carrying, pushing, and/or pulling; significant manual dexterity, ability to perform keyboarding tasks, sufficient hearing and speaking ability for normal voice level conversations, telephone conversations, and to hear and speak to be understood in indoor and outdoor settings. The job includes 40% sitting, 40% walking, and 20% standing. This job is performed in a school environment that includes indoor and outdoor duties.

SRCS does not discriminate in any of its policies, procedures, or practices relating to employment, education program, or educational activity on the basis and/or association with a person or group with one or more of these actual or perceived characteristics of age, ancestry, color, disability, ethnicity, gender, gender identity or expression, genetic information, marital status, medical condition, national origin, political affiliation, pregnancy and related conditions, race, religion, retaliation, sex (including sexual harassment), sexual orientation, Vietnam Era Veterans' status, or any other basis prohibited by California state and federal nondiscrimination laws respectively. Not all bases of discrimination will apply to both education services and employment.

DRAFT

TO APPLY

Please submit cover letter and resume to:

Christina Perrino
Director of Communications
San Rafael City Schools
310 Nova Albion Way
San Rafael, CA 94903
cperrino@srcs.org
415-492-3576

Board Approval:

SRCS does not discriminate in any of its policies, procedures, or practices relating to employment, education program, or educational activity on the basis and/or association with a person or group with one or more of these actual or perceived characteristics of age, ancestry, color, disability, ethnicity, gender, gender identity or expression, genetic information, marital status, medical condition, national origin, political affiliation, pregnancy and related conditions, race, religion, retaliation, sex (including sexual harassment), sexual orientation, Vietnam Era Veterans' status, or any other basis prohibited by California state and federal nondiscrimination laws respectively. Not all bases of discrimination will apply to both education services and employment.