



## **JOB DESCRIPTION**

### **DIRECTOR OF COMMUNICATIONS**

**261 Days – Range 10 - Classified Management Salary Schedule (ESD/HSD)**

**DEFINITION:** The Director of Communications is responsible for leading the development and implementation of highly effective communications that increase awareness, participation and support for the District's goals, primarily the District's Local Control and Accountability (LCAP) goals and related actions and services. To achieve this, the Communications Director will plan, develop, coordinate and prepare responsive and transparent communications, programs and systems that support and promote an understanding of the District's role, objectives, accomplishments and needs. This position will provide responsive communications to the various internal and external communities, organizations and neighborhoods with respect to the diverse populations and cultures the District serves.

This position involves management-level responsibility leading internal and external strategic communications, community engagement, public relations, community relations, publications, recognition, media relations, marketing, website and online content and event planning as it relates to San Rafael City Schools and the Board-approved Local Control and Accountability Plan (LCAP) and to support SRCS programs, departments and leadership with communications functions.

**DIRECTLY RESPONSIBLE TO:** Superintendent

**EXAMPLES OF ESSENTIAL FUNCTIONS:**

*The below statements are intended to describe the general nature and scope of work being performed by this position. This is not a complete listing of all responsibilities, duties, and/or skills required. Other duties may be assigned.*

- Serves as information liaison between the total school system and the community at large, represents the District within various community organizations
- Collaborates with the Superintendent and Cabinet to ensure proper communication, and engagement of parents, community members and other stakeholders for the ongoing input to build and maintain the SRCS Local Control Accountability Plan (LCAP)
- Develops and maintains a proactive communications program with the public, SRCS staff and other stakeholders
- Serves as liaison person between the District and the news media and supervises the production and distribution of news releases
- Serves as District spokesperson in areas of sensitivity or controversy, providing data, information and reports accessible to all members of the greater school community
- Cooperates with District administrators and other staff members, as appropriate, in publicizing and promoting performances, exhibitions, displays, dedications, or special programs sponsored by the schools and open to the public

- Provides professional public relations counsel and assistance to the administration, Governing Board, schools, parent groups and student groups
- Prior to final publication, reviews and edits all District publications which will be disseminated to the general public
- Recommends innovative avenues of communication for external and internal audiences that reflects transparency and understanding
- Develops and maintains accurate records of the District's public relations program
- Provides communications support for activities of the Governing Board
- Expedites responses to inquiries and complaints received by the department from citizens, news media and school personnel
- Conducts recognition programs for employees and student
- Coordinates and manages city, state and national campaigns and programs
- Coordinates, monitors and provides guidance for site and District social media presence and oversee District website
- Collaborates with internal departments to support and influence communications and community relations efforts. Meets with departmental representatives to ascertain their goals, key messages and target audiences. Advises departments on the best approach to meet their communication needs.
- Serves as a member of the Superintendent's Cabinet

**DUTIES AND RESPONSIBILITIES:**

- Develop, implement and refine plans that increase the level of meaningful community and family engagement in District and school planning and activities
- Collaboratively develop, implement and refine plans to improve climate and customer service
- Oversee the development and publication of electronic and published documents designed to enhance the image and outreach of the District
- Provide accurate, timely and complete marketing and public relations information concerning the District, its personnel, programs, plans and activities
- Attend meetings as directed by the Superintendent; acts as a District liaison for community support groups; regularly attends meetings of those groups and obtains needed input
- Coordinate and develop a system of communications with and for various publics (staff, parents, community, business, media, legislature) to keep them informed of policies, procedures, events, accomplishments

- Evaluate through surveys, focus groups and other methods and information-services needs of the District, including a communications audit of existing documents and other forms of written communication; recommends strategies and programs to meet those needs
- Conduct research which supports the preparation of letters, reports, bulletins, employee and community newsletters, brochures and other social media and printed material
- Coordinate media communication in emergency situations

### **QUALIFICATIONS/REQUIREMENTS**

- Experience or education equivalent to Bachelor's degree, with a major in communications, public relations, journalism, or related field
- Eight years experience in public relations or closely related field. Experience in the field of education desirable.
- Working knowledge of internal and external public relations programs
- Mastery of communication skills
- Understanding of the importance of two-way communication and engagement
- Previous experience working with public schools preferred
- Knowledge of unique District community
- Bilingual and biliterate Spanish preferred
- Proficiency with current technology for performance of duties; including graphics design and publication
- Excellent analytical and critical thinking and judgment skills
- DOJ Fingerprint Clearance (upon offer of employment)
- Valid California Driver's license
- Willingness to conduct work during day and evening hours at a variety of locations

### **REQUIRED KNOWLEDGE AND ABILITIES & EXPERIENCE:**

#### **Ability to:**

- Understand District organization, operations, policies, objectives and programs
- Represent the District to the community and employees in a positive, effective manner
- Understand and interpret the diverse programs and services of the District
- Communicate effectively both orally and in writing
- Work independently with little direction
- Conduct research
- Establish and maintain effective and cooperative working relationships with others
- Analyze situations accurately and adopt an effective course of action
- Apply creativity and originality in developing practical approaches to unique problems
- Exercise mature judgment on sensitive communication issues and respond appropriately
- Organize and main records
- Utilize and operate technology related to position
- Use initiative and prioritize work in order to meet schedules and timelines
- Work confidentially with discretion

#### **Knowledge of:**

- Applicable sections of State Education Code and other relevant laws
- Media plans and creation of positive media relations
- Interpersonal communication and presentation skills
- Principles and techniques of preparing, producing and disseminating information
- Principles and techniques of establishing and maintaining positive employee and community relations
- Methods and techniques of editing and news reporting
- Correct English usage, grammar, spelling, punctuation and vocabulary
- Graphics design, and desktop publishing
- Existing and emerging social media tools for communications

**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.

Board Approved: