



TITLE	Communications Manager	REPORTS TO	Superintendent
DEPARTMENT/SCHOOL :	Superintendent's Office	CLASSIFICATION:	Unrepresented Management
FAIR LABOR STANDARDS ACT CLASSIFICATION:	Exempt	WORK YEAR: HOURS:	12 months/Calendar 2000 8 hours per day or duty days/hours as assigned
APPROVED: Board: Commission:		SALARY GRADE	Schedule: Range:

BASIC FUNCTION

Work directly with the Superintendent and leadership team to plan, organize, and direct proactive communication strategies, programs and initiatives to inform and engage the district's employees, parents, and broader community. Oversee the content and effectiveness of the district's print and electronic communication vehicles including publications, web sites, telephone/email alert systems, and social networking media.

REPRESENTATIVE DUTIES

ESSENTIAL DUTIES

- Serve as a member of the Superintendent's Cabinet and attend meetings of the Board of Education as requested
- Convene and coordinates the work of the Superintendent's Communications Team, (including Technology, Superintendent's office, Specialists, translators and contractors) to ensure prioritized planning and completion of projects
- Coordinate media communication in emergencies, critical incidents, and high profile situations
- Provide advice and assistance to the Superintendent and other district leaders on handling/communicating about sensitive and/or confidential matters
- Assist district office and school site administrators in the development of effective communication strategies and mechanisms and ensure quality control, effectiveness and

accuracy in the preparation and dissemination of all print publications and electronic communication vehicles

- Supervise and coordinate communication specialist staff and/or contractors for graphic, publishing, and writing support
- Supervise translation/interpretation services, staff and contracts, ensure communications are provided to community in multiple languages as appropriate
- Collaborate with the District Compliance Officer and Executive Assistant to the Superintendent to ensure that Public Records Act requests are responded to in keeping with the California Public Records Act.
- Develop and maintain professional relationships with newspapers and other media representatives
- Seek out and cultivate news and information resources for developing stories that reflect the district's positive efforts for transparency and community outreach
- Collect information and prepare news releases, including appropriate photographs and video for mass media as well as special publications for student and staff recognition
- Coordinate and distribute information to district administrators, employees, the public, and media regarding the district's programs, policies, events, activities, accomplishments, and related key messages
- Provide input and oversee district website content and social media communication to ensure consistency, clarity, and accuracy of information
- Manage and coordinate the public information program in conformance with federal and state regulations and district policy
- Support the annual updating and publication of the School Accountability Report Cards, in collaboration with Education Services.
- Coordinate specialized committees, as assigned, including to review permanent art installations at school/district sites.

MINIMUM QUALIFICATIONS

Education:

Bachelor's degree from an accredited college or university, preferably with courses in communication, journalism, broadcasting, media, human relations, marketing, public relations and/or related fields.

Experience:

Five years of recent administrative or consulting experience primarily in media, marketing, public relations or communications

DESIRABLE QUALIFICATIONS

College Degree in the communication/journalism/marketing field

School district and/or public sector communications work

Spanish language skills

LICENSES AND OTHER REQUIREMENTS:

Valid California Driver's License and vehicle insurability to comply with District requirements.

Employment eligibility that includes fingerprint, tuberculosis and/or other employment clearance.

KNOWLEDGE AND ABILITIES

Knowledge Of:

- Fundamentals of publication design, distribution and production
- Advanced journalism techniques, modern news media structure, and processes for effective media relations
- Computer software, hardware, and other technology pertinent to areas of specialization
- High-level grammar, spelling, composition, and vocabulary
- Public Records Act

Ability To:

- Plan, organize, and direct their own work as well as that of others
- Prepare written statements of administrative procedures
- Exhibit discretion and tact with information received and given
- Prepare and present written and oral reports to diverse audiences that effectively represent the school district to the community
- Establish and maintain positive relationships with those contacted in the course of performing assigned tasks
- Effectively analyze situations and make decisions
- Prepare communications as requested
- Communicate effectively to students, parents, and staff
- Attend meetings outside regular school hours

WORKING CONDITIONS

Environment:

- Office environment
- Driving a vehicle to conduct work as necessary
- Work evening or variable hours

Physical Demands:

- Hearing and speaking to exchange information and make presentations
- Seeing to read a variety of materials
- Dexterity of hands and fingers to operate a computer keyboard
- Sitting or standing for extended periods of time