

## MILPITAS UNIFIED SCHOOL DISTRICT

**TITLE:** *Administrative Communications Specialist*

**REPORTS TO:** Superintendent

**EXECUTIVE ASSISTANT TO THE SUPERINTENDENT**

**DEPARTMENT:** Superintendent's Office

**CLASSIFICATION:** Classified Management

**WORK YEAR:** 221 Days

**SALARY:** Schedule 40-10

### **DRAFT**

#### **BASIC FUNCTION:**

Assists the Superintendent in the discharge of responsibilities with emphasis on *planning, coordinating, and implementing* communications *program* with school/community organizations, Board of Education, public agencies and other community groups. Serves as ~~secretary and~~ assistant to the Superintendent by ~~organizing office activities,~~ handling various technical/legal procedures, *designing, writing, and editing material for publication,* and ~~performing complex records and filing duties;~~ prepares committee/conference minutes. Directs the workflow of assigned staff.

#### **ESSENTIAL FUNCTIONS AND REPRESENTATIVE DUTIES:**

~~Performs complex duties as confidential secretary to the superintendent relieving the superintendent of a variety of administrative details.~~

Performs complex duties as *Assistant to the* Secretary to the Board of Education, attends Board and staff meetings; prepares, assembles and distributes the Board agenda; records and types minutes of meetings within deadlines.

Assists board members in securing information, materials, conference reservations and accommodations.

Attends, takes and transcribes minutes of *Board*/school/community meetings.

Coordinates meetings and activities with student groups, community service groups, civic organizations and public agencies.

Assists the superintendent with local board elections, public complaints and problems.

Compiles and edits board policy, including interpretation of rules, regulations and policies, as appropriate; maintains education codes and code of regulations (Title 5).

Insures proper referral of all suggestions and requests for information from community and staff. *Advises District leaders on compliance with the Brown and Public Records Acts and coordinates responses to public, employee, and Board of Education requests for District information and documents.*

Communicates with Board of Education *and monitors on* goals/budget.

~~Monitors superintendent and Board budgets.~~

Coordinates and prepares end-of-the week report (Friday Report) to the Board of Education.

Serves as a member of the Superintendent's Cabinet and other committees as appointed by the Superintendent. *Gathers information on emerging issues, policies, and situations, informs the Superintendent and Cabinet.*

*Work directly with the superintendent to plan, develop, organize, and direct a highly visible and comprehensive public relations program. Creates, designs and executes high-quality major publications, promotional and marketing materials, and comprehensive web pages/sites.*

*Develops marketing and information strategies to maintain effective public information, engagement, and communication with all District communities, including non-English speaking communities, and the news media serving all District communities.*

*Establishes means of communication with District employees; prepares and distributes electronic newsletters, publications, promotional materials, and comprehensive webpage content related to a variety of District-related matters.*

*Collaborates with Superintendent and Director of Technology Services in overseeing the maintenance, accuracy, and relevancy of District website content and design; develops and reviews content for District web site.*

*Advises school and department leaders on effective web site content and communication mechanisms.*

*Serves as a liaison to the media; coordinates requests for interviews, responds to questions and provides summary of Board actions via electronic newsletter and website. Initiate and maintain communications with the non-English speaking media and the populations they represent either directly or using translator/interpreter services.*

*Serves as Superintendent's liaison to parent and community organizations.*

*Supports the Superintendent's primary contact designee during emergencies, and provides immediate responsiveness including receiving and assessing information, cooperating with news media, law enforcement, and others, and informing appropriate District personnel.*

*Supports the District spokesperson, maintaining communication and positive relationships with news media, community stakeholder groups, and other internal and external District audience.*

Prepares, formats, edits and proofreads written materials; types and prepares memos and lists; operates a variety of office equipment.

Works cooperatively with all assistant superintendents, directors, and school principals regarding the implementation of responsibilities and duties.

Performs related duties as assigned.

---

*QUALIFICATION REQUIREMENTS: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

#### **ENTRANCE QUALIFICATIONS:**

***Bachelor's degree in public information, media relations, communication, journalism, marketing, or related field OR Training and experience equivalent to ~~two (2)~~ four (4) years of college-level training, preferably in office management in related fields (Required) AND ~~five (5)~~ three (3) years of responsible secretarial office administration experience, including two (2) years as secretary to an administrator assistant to a senior executive (Preferred).*** Required to be commissioned as a Notary Public.

**KNOWLEDGE AND ABILITIES:**

KNOWLEDGE OF:

***Public information and communications principles and practices.***

Office management, business practices, conference procedures.

Filing systems, telephone techniques, and letter and report writing, editing and proofreading.

Record-keeping techniques.

Correct English usage, grammar, spelling, punctuation and vocabulary.

Principles of supervision, training and public relations.

School district goals, organization, and administration, rules, regulations and policies relating to the district's operation and administration.

Applicable sections of the State Education Code and other applicable laws.

Oral and written communication skills.

Interpersonal skills using judgment, tact, patience and courtesy.

Telephone techniques and etiquette.

~~Operation of a personal computer and related software.~~

***Operation of computer software, hardware, and other technology pertinent to areas of specialization.***

ABILITY TO:

Able to represent superintendent, district and Board positions and attitudes effectively without officiousness.

***Ability to oversee the development and implementation of communications and public information strategies, goals, objectives, programs, projects, services, and activities.***

Exercise judgment in relieving the superintendent of administrative detail within a defined scope of established responsibilities.

Read, interpret, apply and explain rules, regulations, policies and procedures.

Organize complex material and summarize discussions and actions taken in report form.

Compile and prepare comprehensive reports.

Compose correspondence and written materials independently using initiative and judgment.

Maintain a variety of complex and confidential files and records.

Dictation at 80 wpm or at a speed required by management.

Type at 60 wpm from clear copy or at a speed required by management.

Establish and maintain cooperative and effective working relationships with others.

Operate a personal computer and related software. Plan and organize work.

Work confidentially with discretion.

Communicate effectively both orally and in writing.

Understand and follow oral and written instructions.

Change and adapt office procedures and details to changing needs and requirements.

**WORKING CONDITIONS:**

ENVIRONMENT:

*The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

**WORKING CONDITIONS (continued):**

**PHYSICAL ABILITIES:**

*The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

While performing the duties of this job, the employee is regularly required to stand, walk, sit, and talk, or listen. The employee may sit for extended periods of time and must have dexterity of hands and fingers to operate a computer keyboard. The employee is occasionally required to reach with hands and arms and stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, distance vision and the ability to adjust vision. Use personal vehicle in the course of employment. Attend periodic evening meetings and/or to travel within and out of District boundaries to attend meetings. Work at a video display terminal for prolonged periods. Work evenings or weekends.

**LICENSE:**

Possess and maintain a valid California driver's license.

*The information contained in this job description is for compliance with the Americans with Disabilities Act (A.D.A.) and is not an exhaustive list of the duties performed for this position. Additional duties are performed by the individual currently holding this position and additional duties may be assigned.*

04/97

11/97

06/02

07/05

**Draft 10/16**