

**MENLO PARK CITY SCHOOL DISTRICT**  
**CONFIDENTIAL JOB DESCRIPTION: UN-REPRESENTED, CONFIDENTIAL**  
**PUBLIC RELATIONS AND COMMUNICATIONS OFFICER**  
**12 MONTHS**  
**20 HOURS PER WEEK**

**GENERAL SCOPE**

Reporting directly to the Superintendent, the Public Relations and Communications Officer will organize and direct District-wide communications, social media, publications and serve as a communication advisor to the managers in the District. This position is responsible for communicating the district's vision, mission, and core values to parents and the community. This position will build and maintain public support for the Menlo Park City School District in collaboration with the Superintendent, Superintendent's Cabinet, and MPCSD Principals/administration. Regular attendance at meetings and work with special projects, such as public requests for information, will be required. This position will be responsible for collecting and communicating a variety of materials for use by the district staff, school sites, Board of Education, and media.

**ESSENTIAL FUNCTIONS**

- Build and maintain community support for public education and the school system in collaboration with the Superintendent, Superintendent's Cabinet, and MPCSD administration
- Represent the Superintendent and MPCSD administration at various community functions
- Plan, implement and maintain a communications and publication programs using a variety of media and techniques, including public information, social media, media relations, publications, videos, marketing and website content
- Identify community issues and concerns, and develop strategies for dealing effectively and proactively with community issues and concerns; interact with diverse stakeholders, and represent the Superintendent as needed
- Serve as public relations counsel and advisor to the Superintendent
- Develop and maintain brand image, positioning, and messaging for MPCSD; develop and maintain image and identity standards for MPCSD
- Develop and provide in-house training for employees as it relates to public relations
- Coordinate the preparation and maintenance of a variety of narrative and analytical reports, records, correspondence, and files related to assigned services, activities, and operations
- Identify, prepare and disseminate news releases, reports, informational bulletins, and other district publications for news media, faculty, staff, community, and parents
- Respond to all public requests for information in compliance with the Records Act and Freedom of Information Act
- Serve as a spokesperson and point of contact for the district as appropriate; establish and maintain positive working relationships with the local media; maintain media contact list; assist the press with developing stories; organize media visits
- Perform related duties as assigned

## QUALIFICATIONS

### *Education and Training:*

- Bachelor's degree from an accredited college or university with major course work in journalism, English or a related field.
- Three years of management or administrative experience which includes the primary responsibility for preparing and disseminating information in a public information, public relations, public affairs, or similar environment.
- Several years of varied, progressively responsible and successful experience in public relations communication and publications.
- Must have high level of interpersonal skills to handle sensitive and confidential situations. Position continually requires demonstrated professionalism, poise, tact and diplomacy.
- Must be able to interact and communicate effectively with individuals at all levels of the organization and with the community, both verbal and written and through various mediums.
- Must have continual attention to detail in composing, designing and preparing materials, establishing priorities and meeting deadlines.
- Must be able to work in a fast-paced environment with demonstrated ability to handle multiple competing tasks and demands.

### *Knowledge of:*

- Thorough knowledge of office management, school district operations and business practices, filing and record keeping systems.
- Advanced level of experience in English, composition and reports.
- Demonstrated knowledge of principles of public administration, supervision, training and public relations; State Education Code, Title V regulations, and rules and policies relative to the District's operation and administration.
- Website development, design and maintenance.
- Computer software programs, including but not limited to, Microsoft Office, including spreadsheets and databases, Adobe photo and editing software, and publication software.
- Basic Print Shop operation methods and practices; operation, equipment and materials used in digital printing procedures.
- Fundamentals of writing including proper letter composition, correspondence, and report writing.
- Principles of graphic design including composition, page layout, and production for mass media communications.

### *Skills in:*

- Defining and applying appropriate and effective public relations techniques.
- Office web design, Adobe photo and editing software and publication software

### *Ability to:*

- Establish and maintain effective working relationships with hostile or dissatisfied individuals; persons from diverse backgrounds; differing points of view and/or competing plans and purposes; think and respond with tact and diplomacy under pressure from members of the media, legislative bodies and or members of the public.
- Type/keyboard accurately at a rate of sixty (60) words per minute.

- The ability to develop and manage budgets.
- Excellent verbal and written skills.
- Write in different styles, depending on the material, including PowerPoint presentations.
- Making brochures, event flyers, and information materials using Adobe products, etc.
- Perform specialized activities related to the operation and maintenance of the Publications Department.
- Operate high-speed digital reprographic and peripheral equipment to assure District printing needs and timelines are satisfied.
- Multitask in a busy environment.
- Serve as District spokesperson to community and media. Manage the District public relations and publications program.
- Respond calmly and effectively in emergency or confusing situations.
- Prepare and deliver speeches and other oral and audio visual presentations.
- Develop and implement a public relations strategy.
- Prepare and administer a budget.
- Supervise and train assigned staff.
- Edit and prepare clear, complete, and concise reports, policy statements and other written materials.
- Communicate effectively, both orally and in writing.
- Proofread thoroughly with a high degree of accuracy.
- Work independently without supervision and exercise sound judgment and problem-solving skills related to specific areas of responsibility.
- Work under a high degree of pressure while continuing to meet deadlines.
- Present and maintain a professional appearance and demeanor.

*Physical Requirements:*

- Ability to sit for long periods of time.
- Eyesight sufficient to read fine print.
- Ability to visually read handwritten or typed documents and the display screen of various office equipment and machines.
- Ability to conduct verbal conversation in English or other designated language.
- Ability to exhibit full range of motion for shoulder, elbow, back, hip and knee.
- Physical stamina to stand, reach, bend, lift, kneel and squat.
- Carrying, pushing or pulling cases of paper and equipment.
- Ability to push and pull objects weighing up to thirty (30) pounds.
- The ability to lift up to 15 pounds

*Other Requirements:*

- Valid California driver's license and a safe driving record.
- Department of Justice fingerprint clearance.
- Evidence of Tuberculosis clearance.