

Director of Communications and Community Engagement**JOB SUMMARY:**

Under general direction of the Superintendent, plans, develops, coordinates and implements communication and public relations activities; manages effective media, community, and public relations; composes and designs press releases for distribution; keeps staff abreast of current trends and research pertinent to the work of public school districts; and coordinates and facilitates special public events.

EXAMPLES OF DUTIES AND RESPONSIBILITIES:

- Supports the Board of Education, Superintendent, and members of the Cabinet by providing current knowledge and understanding of trends, issues, and research, pertinent to the work of public school districts, public education, and public relations/communications.
- Establishes and maintains positive and cooperative working relationships with representatives of local communications media, community, and employee organizations.
- Plans comprehensive media information processes, including but not limited to press releases, publication of documents, web pages, social media outlets, and other materials to enhance the understanding, awareness, and support of the District's operations and programs.
- Acts as a reliable information source regarding the District in the face of emergencies, crises and other public education or District related issues; generates immediate, effective responses, with Superintendent's approval, in District's crises or emergencies.
- Provides representatives of the community and news media with information and materials regarding District activities and programs; develops and facilitates open forums and/or other feedback mechanisms for parents, students, employees, and other interested parties.
- Develops and manages the District's comprehensive communication plan and provides annual review and updates, as needed.
- Serves as spokesperson for the Superintendent and the District with the media; represents the Superintendent and District as a communications link with a wide variety of public and private organizations, conferences and boards.
- Serves as primary contact for all media requests and inquiries.
- Attends designated meetings including Board of Education and Cabinet meetings, to gather information and identify publicity goals for the District.
- Coordinates, and facilitates a variety of District events including visits by foreign and domestic public officials, fund raisers, ceremonies, recognition events, special presentations, and other events as required.
- Provides training in the development and implementation of public relations strategies and techniques.
- Coordinates marketing and public relations activities for the District.
- Participates in special research projects as directed by the Superintendent, including the preparation of the annual State of the District report.
- Perform related duties as assigned.

QUALIFICATIONS GUIDE

Knowledge of:

- Principles, practices and policies of public relations, marketing and media.
- Principles and techniques of event planning.
- Principles and techniques of project management.
- Elements of writing news releases and other material for print and broadcast media.
- Principles and techniques of printing, publication and website production.
- Marketing practices.
- Report writing and other written and oral communication techniques.
- Principles and practices of training, evaluating and providing work direction to others.
- Policies and objectives of school programs and activities.
- Correct English grammar, spelling, punctuation and language usage.
- Interpersonal skills using tact, patience and courtesy.

Ability to:

- Maintain confidentiality of sensitive and privileged information.
- Exercise professional judgment in the release of information and materials to the media and public.
- Conduct research and use statistics effectively.
- Prioritize and schedule work on several projects simultaneously, re-prioritizing to meet deadlines.
- Meet schedules and timelines.
- Plan, edit and produce publications.
- Plan, edit and produce electronic and/or visual presentations.
- Plan, coordinate and document projects.
- Plan and carry out special events.
- Take photographs with digital cameras.
- Write clearly and persuasively for a variety of readers.
- Write in a wide variety of styles depending on the requirements of the material.
- Independently compose reports, news releases, articles and correspondence describing complex issues or programs.
- Identify, develop and successfully present news and feature story opportunities to print and broadcast editors and reporters.
- Prepare and deliver oral presentations to groups both inside and outside the organization.
- Speak effectively before large and small groups.
- Creatively and effectively analyze situations and problems and adopt effective and appropriate courses of action.
- Perform reliably and effectively in a variety of situations requiring specialized knowledge, tact and good judgment.
- Establish and maintain effective working relationships.
- Train principals and administrators in communication strategies.
- Ability to listen, cooperate and collaborate with others both inside and outside the organization.
- Operate a computer and assigned office equipment.

MINIMUM QUALIFICATIONS:

A Bachelor's degree from an accredited college or university with a major in communications, public relations, journalism or related field AND a minimum of five (5) years of professional experience that provides the knowledge and skills outlined in the position description. Related experience in public education preferred. Master's degree preferred.

OTHER NECESSARY REQUIREMENTS:

Possession of a valid Class C California Driver's License and use of private or alternative means of transportation is required.

WORKING CONDITIONS:

Environment:

Indoor and outdoor environments; offices, school sites and departments, community settings and events.

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 for extended periods of time.

Hazards:

Contact with dissatisfied or abusive individuals. Exposure to hazards of emergency situation sites.

BOARD ADOPTED: October 5, 2021