ELK GROVE UNIFIED SCHOOL DISTRICT

CLASS TITLE: DIRECTOR - COMMUNICATIONS/PUBLIC INFORMATION OFFICER

BASIC FUNCTION:

Under the direction of the Superintendent, plan, organize, control and direct the internal and external communications of the District (and provide) a highly visible and proactive program of public relations and communications extending to the District’s employees, parents, and community. Provide for the coordination and distribution of information to District administrators, employees, the public and the media regarding the District’s programs, policies, events, and initiatives. Facilitate cooperative relationships with city, county, and state organizations to project a positive image of the Elk Grove Unified School District and coordinate interagency efforts within Sacramento County and the Elk Grove Unified School District; consult the Superintendent, administrators and District personnel on effective communication practices, including contact with the media and community; serve as spokesperson for the District; train, supervise, and evaluate the performance of assigned personnel on a regular basis and provide constructive feedback to improve staff effectiveness.

ESSENTIAL FUNCTIONS:

This position description is not intended to be an exhaustive list of all duties, knowledge, or abilities associated with this classification but rather, it is intended to accurately reflect the principle job elements.

Work directly with the superintendent to plan, develop, organize, control and direct the internal and external communications of the District (and provide) a highly visible and comprehensive public relations program to enhance the District’s image to its wide variety of constituents; coordinate and implement effective methods for communicating policies, practices, achievements, philosophies and events to the media, District personnel and the community.

Coordinate and distribute information to District administrators, employees, the public and media regarding the District’s programs, policies, events, efforts and related District information (includes District master calendar, parent notification handbook, etc.

Communicate with the Superintendent, administrators and District personnel on effective communication practices with the media and community; develop and implement the District’s strategic plan for community relations, interagency collaboration, internal communication systems, and parent and community engagement; respond to inquiries and provide timely dissemination of information and advice; provide training to District employees in dealing effectively with the media.

Coordinate public information relative to new or developing programs; write or review articles and statements; and advise District administrators and other personnel on public-relations aspects of such programs.
Provide training for the Board, site administrators and other staff members regarding relations with news media.

Train and supervise the performance of assigned personnel; interview and select employees and recommend transfers, reassignment, termination and disciplinary actions.

Serve as district’s spokesperson for the media; establish and maintain positive working relationships with the local media; maintain media contact list; assist the press with developing stories; organize media site visits.

Initiate and maintain communications with the non-English speaking media and the populations they represent.

Serve as a member of the Superintendent’s Cabinet; gather information, verify accuracy, and inform the Superintendent and others on emerging situations; and serve as media liaison among the Superintendent, Board members, and District staff.

Provide technical expertise, information and assistance to the Superintendent regarding District communications; assist in the formulation and development of policies, procedures and programs to assure an economical, safe and efficient work environment; advise the Superintendent of unusual trends or problems and recommend appropriate corrective action.

Plan, organize and develop video/multi-media productions.

Plan, organize and implement long and short-term programs and activities designed to enhance communication programs and services; develop and maintain quality standards for District publications within the department office.

Plan, compose and produce fact sheets, press releases, brochures, handbooks and a variety of newsletters to distribute to District personnel and the community; provide research and writing support to the Superintendent and other District administrators; compose speeches for the Superintendent as directed.

Direct the preparation and maintenance of a variety of narrative and statistical reports, records and files related to assigned activities and personnel.

Provide for contacts and immediate responsiveness to emergencies at all times including receiving and assessing information, cooperating with news media, law enforcement, and others, and informing appropriate District personnel.

Communicate with other administrators, personnel and outside organizations to coordinate activities and programs, resolve issues and conflicts and exchange information.

Develop and prepare the annual preliminary budget for the Communications department; analyze and review budgetary and financial data; control and authorize expenditures in accordance with established limitations.
Develop and review content for the District website; collaborate with the web specialist, web communication specialists and communications staff in implementing content.

Operate a computer and assigned software programs; operate other office equipment as assigned; operate a vehicle to conduct work.

Attend and conduct a variety of meetings as assigned; attend Board of Education meetings and serve as a liaison to the media; coordinate requests for interviews, respond to questions and provide results of Board actions as appropriate.

Perform related duties as assigned.

DEMONSTRATED KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:
News media; communications media and their most effective uses, including print, radio, and television.
Planning, organization and direction of District communications.
Appropriate media contacts and protocol regarding given issues and circumstances.
Standard media and communication practices, policies and procedures.
Principals of psychology applicable to communications.
Brown Act, laws related to freedom of press and free access to public information.
Legal entitlements and restraints.
Technical aspects of field of specialty, including photography and videography.
Advanced techniques in marketing.
Web page development, use, and maintenance.
Public speaking techniques.
Budget preparation and control.
Oral and written communication skills.
Correct English usage, grammar, spelling, punctuation and vocabulary.
Principles and practices of administration, supervision and training.
Applicable laws, codes, regulations, policies and procedures.
Interpersonal skills using tact, patience and courtesy.
Operation of a computer and assigned software.

ABILITY TO:
Plan, organize, control and direct the internal and external communications of the District.
Consult the Superintendent, administrators and District personnel on effective communication practices, including contact with the media and community.
Present information regarding District programs in a proactive, complete and media-sensitive manner.
Effectively supervise and motivate assigned personnel to perform at a satisfactory level.
Serve as spokesperson for the District.
Communicate effectively both orally, in writing, and online.
Prepare and deliver oral presentations.
Plan, compose and produce fact sheets, press releases, brochures, handbooks and a variety of newsletters.
to distribute to District personnel and the community.
Read, interpret, apply and explain rules, regulations, policies and procedures.
Establish and maintain cooperative and effective working relationships with members of the news media, community leadership, and administrators.
Develop effective media communication strategies for all communities within the District, which includes diverse cultures and a variety of languages.
Operate a computer and assigned office equipment.
Analyze situations quickly and accurately and adopt an effective course of action while demonstrating tact, diplomacy, and confidence.
Write clear, concise, accurate reports, articles, and speeches in easily understood language.
Use personal computer and media-related software.
Use patience, tact, and courtesy with others.
Maintain communication on the Internet via web pages.
Demonstrate good judgment and a strong sense of ethics.
Handle multiple tasks, work under pressure, and work with priorities/deadlines subject to frequent change.
Collaborate in team efforts and projects. Meet schedules and time lines.
Work independently with little direction.
Plan and organize work.
Prepare comprehensive narrative and statistical reports.
Direct the maintenance of a variety of reports and files related to assigned activities.
Work confidentially with discretion.
Maintain consistent, punctual and regular attendance.
Lift light objects according to safety regulations.
Operate a computer and assigned equipment.
Effectively communicate in order to exchange and understand information.
Read and analyze a variety of materials.

EDUCATION AND EXPERIENCE REQUIRED:

Any combination equivalent to: bachelor's degree in journalism, communications, broadcasting, media, human relations, and or marketing and public relations or related field and five years increasingly responsible recent experience in the administration of communications, journalism or public relations or consulting experience primarily in media and communications.

LICENSES AND OTHER REQUIREMENTS:
Valid California Administrative Services Credential preferred.
Valid California Class C driver's license; provide personal automobile.

WORKING CONDITIONS:

ENVIRONMENT:
Office environment.
Driving a vehicle to conduct work.

BOARD APPROVED: August 13, 2019