

ELK GROVE UNIFIED SCHOOL DISTRICT

CLASS TITLE: COMMUNICATIONS MANAGER

BASIC FUNCTION:

Under the direction of the Public Information Officer, produce and coordinate marketing and communications, including public relations for various district departments, including the Superintendent's Office, the Governing Board and school sites. Produce and publish internal and external written communiqués requiring independent judgment and analysis; produce media copy and articles that provide effective public understanding of Elk Grove Unified School District issues, objectives, and accomplishments.

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.

Arrange and coordinate media interviews; respond to media inquiries and provide information under the direction of the Public Information Officer.

Manage and monitor contemporary and traditional media (including social media), marketing, promotional and communications projects and campaigns, and assist in managing crisis response situations.

Research for content, gather, and verify information from internal and external contributors, interview for feature articles, and write and/or speak on relevant and current topics; determine tone and intended audiences of articles.

Analyze project and program evaluation data. Interpret and incorporate data into written reports and/or documents for communications, marketing, media and public use.

Assist in the preparation and development of the department's annual budget; analyze and review budgetary and financial data; monitor and authorize expenditures in accordance with established guidelines.

Supervise and manage the advertising and promotional creative (graphic, web, video and copywriting) development process in close collaboration with internal specialists and stakeholders. Utilize word processing, desktop publishing, and webpage design software to assist in the creation of files and/documents for a variety of online and printed publications and/or other materials; design page layouts, typeset text and headlines, prepare display advertisements, create special effects or other visual images, and manipulate graphics and photos.

Prepare written and oral communications, such as press releases, newsletters, and speeches to convey information relative to the district under the direction of the Public Information Officer.

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

Ensure that internal and external publications meet the district objectives of communicating accurate, substantive, and timely information.

Organize and edit rough draft copy according to accepted rules of style and syntax; verify facts, dates, and statistics in copy, using standard reference sources; rewrite text for greater consistency, clarity, and adherence to space limitations of publications.

Utilize technology to capture photographs, images, or art as digital data that can be incorporated directly into use on public websites and electronic page layouts or may be further manipulated using computer software.

Supervise and work with outside agencies to provide campaign/project guidance and ensure timely campaign/project implementation. Supervise, evaluate and hold accountable the performance and professionalism of assigned staff; interview and select employees, and recommend transfers, reassignments, terminations, and disciplinary actions; plan, coordinate, and arrange for appropriate training of assigned staff.

Advise, support and work with school sites, other administrators, District personnel and departments on a variety of projects including communications and marketing efforts; provide excellent customer service and develop and maintain professional relationships with the press, government and elected officials, business representatives, community members, and district staff; respond to phone calls, e-mails, letters, and other communications; lift light objects.

Prepare and store documents using modern office equipment and technology including computers, scanners, fax machines, typewriters, printers, copiers, and electronic storage devices.

Operate a computer to input, output, update, and access a variety of records and information; generate reports, records, lists, and summaries from computer database.

Promote teamwork by sharing knowledge, cooperating with others, participating in meetings and work groups, serving on committees, and supporting the goals and objectives of the district and division.

Perform related duties as assigned.

DEMONSTRATED KNOWLEDGE AND ABILITIES:**KNOWLEDGE OF:**

All facets of the production process of a periodical or newsletter which includes researching for content, gathering information from outside contributors, interviewing for feature articles, and

writing on relevant and current topics.
Technical aspects of field of specialty.
Writing techniques, and standard editing procedures.
Public relations communication practices and strategies.
Internal communications practices and strategies.
Graphics, page layout, and desktop publishing software.
Webpage design and publishing software.
Popular type styles, proportional gauge, and photographic techniques.
Copyright laws and web accessibility.
Speaking and presentation skills and protocols.
Applicable sections of the State Education Code, other laws, rules, and regulations related to assigned activities.
District organization, operations, policies, procedures, goals, and objectives.
Correct oral and written usage of English, grammar, spelling, punctuation, vocabulary, and composition.
Operation of a computer, including scanners and laser printers.
Record-keeping techniques.
Interpersonal skills using tact, diplomacy, and courtesy.
Health and safety regulations.

ABILITY TO:

Write and/or report media stories that provide effective public understanding of Elk Grove Unified School District issues, goals, objectives, and accomplishments.
Prepare frequent, detailed, and accurate reports.
Conceptualize project objective, and effectively utilize knowledge to create the optimum impact.
Design page layout, assign type characteristics, and import text and graphics into electronic page layouts.
Organize and edit rough draft copy according to accepted rules of style and syntax.
Verify facts, dates, and statistics; check copy for readability and agreement with district policy.
Demonstrate good judgment and a strong sense of ethics.
Read, interpret, apply, and explain rules, regulations, policies, and procedures.
Operate a computer, desktop publishing software, and peripheral equipment used in graphic layout and production.
Handle multiple tasks, work under pressure, and work with priorities/deadlines subject to frequent change.
Work confidentially with discretion.
Communicate effectively both orally and in writing.
Establish and maintain cooperative and effective working relationships with others.
Analyze situations accurately, and adopt an effective course of action.
Collaborate in team efforts and projects.
Lift light objects according to safety regulations.

EDUCATION AND EXPERIENCE REQUIRED:

Bachelor's degree in communications, journalism or related field; or any combination equivalent to: bachelor's degree and teaching experience in communications, journalism or related field.

Five years of public education experience and/or public sector communications experience preferred. A strong writing and editorial background is required, as well as desktop and webpage publishing experience using Adobe, Illustrator, Photoshop, Premiere, Microsoft Publisher, Microsoft Word and Content Management Systems and CSS X/HTML knowledge.

LICENSES AND OTHER REQUIREMENTS:

Valid California driver's license; provide personal automobile.

WORKING CONDITIONS:

ENVIRONMENT:

Office environment.

Utilize personal vehicle to conduct work.

BOARD APPROVED: February 23, 2021