

ELK GROVE UNIFIED SCHOOL DISTRICT

CLASS TITLE: SENIOR COMMUNICATIONS SPECIALIST

BASIC FUNCTION:

Under the direction of the Public Information Officer, serve as spokesperson for the District; produce and coordinate communications and public relations for various district departments, including the Superintendent's Office and the Governing Board. 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.

Serve as spokesperson for the District; arrange and coordinate media interviews; respond to media inquiries and provide information as directed.

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.

Utilize word processing, desktop publishing, and webpage design software to create camera-ready documents for a variety of publications and 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.

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 a scanner to capture photographs, images, or art as digital data that can be incorporated directly into electronic page layouts or further manipulated using computer software.

SENIOR COMMUNICATIONS SPECIALIST (continued)

Work with outside agencies, school sites, and departments on a variety of projects; provide excellent customer service and develop and maintain professional relationships with the press, 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.

Graphics, page layout, and desktop publishing software.

Webpage design and publishing software.

Popular type styles, proportional gauge, and photographic techniques.

Copyright laws.

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, objectives, and accomplishments.

SENIOR COMMUNICATIONS SPECIALIST (continued)

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:

Any combination equivalent to: bachelor's degree and experience in communications, journalism, or a related field. A strong writing and editorial background is required, as well as desktop and webpage publishing experience using Adobe PageMaker, Illustrator, Photoshop, Quark XPress, Premiere, Microsoft Publisher, and Microsoft Word.

LICENSES AND OTHER REQUIREMENTS:

Valid California driver's license; provide personal automobile.

WORKING CONDITIONS:

ENVIRONMENT:

Office environment.

Utilize personal vehicle to conduct work.