

## **ELK GROVE UNIFIED SCHOOL DISTRICT**

### **CLASS TITLE: COMMUNICATIONS ASSISTANT**

#### **BASIC FUNCTION:**

Under the direction of the Director-Communications, provide support to the Communications Department in the execution of communication and public relations materials and projects serving the District; assist in planning and organizing special events and activities; assist in preparation of a variety of related publications and materials.

#### **ESSENTIAL FUNCTIONS:**

Prepare communications and public relations materials and projects and assist in the coordination of communications events and projects.

Consult with staff members in the creation, planning, and development of a wide variety of graphic materials.

Design and produce camera-ready artwork for newsletters, brochures, forms, letterhead, business cards, and related forms and materials.

Arrange and coordinate printing with inside and outside printing operations.

Arrange and coordinate distribution and mailing of publications, with inside and outside service providers.

Assist in disseminating a variety of information to the news media and the public.

Write copy for news releases, resolutions, and other routine copy as requested of the Communications Department.

Maintain files, mailing lists, and accounting records of office budget.

Assist in overall management of communications office, including purchase of supplies and purchase and maintenance of equipment.

Prepare and maintain a variety of records and reports related to assigned activities.

Perform related duties as assigned.

#### **DEMONSTRATED KNOWLEDGE AND ABILITIES:**

##### **KNOWLEDGE OF:**

Public relations and communications practices and procedures.

Word processing, page layout, graphing and illustration, graphic design software.

Basic copywriting skills.

Operation of a computer and assigned software.

**DEMONSTRATED KNOWLEDGE AND ABILITIES:**

Record-keeping and report preparation techniques.  
Correct English usage, grammar, spelling, punctuation and vocabulary.  
Oral and written communication skills.  
Policies and objectives of assigned program and activities.  
Interpersonal skills using tact, patience and courtesy.  
Modern office practices, procedures and equipment.

**ABILITY TO:**

Prepare a variety of related publications and materials.  
Produce publications and graphics materials  
Learn District organization, operations, policies and objectives.  
Operate a computer and assigned software.  
Maintain records and prepare reports.  
Communicate effectively both orally and in writing.  
Establish and maintain cooperative and effective working relationships with others.  
Meet schedules and time lines.  
Plan and organize work.  
Work independently with little direction.  
Complete work with many interruptions.  
Work confidentially with discretion.  
Maintain consistent, punctual and regular attendance.  
Move hands and fingers to operate a computer keyboard.  
Hear and speak to exchange information.  
See to read a variety of materials.  
Sit for extended periods of time.

**EDUCATION AND EXPERIENCE REQUIRED:**

Any combination equivalent to: Graduation from high school and two years public relations, communications or a related field.

**LICENCES AND OTHER REQUIREMENTS:**

Valid California driver's license.  
Flexibility to work occasional evenings and/or weekends.

**WORKING CONDITIONS:**

**ENVIRONMENT:**

Office environment.  
Constant interruptions.  
Driving a vehicle to conduct work.