

ELK GROVE UNIFIED SCHOOL DISTRICT

CLASS TITLE: COMMUNICATIONS SPECIALIST

BASIC FUNCTION:

Under the direction of the Director-Communications, coordinate communications and public relations for the Director; plan and organize special events and activities to enhance public relations; assist in enhancing public relations and communications skills of administrators as assigned; serve as spokesperson for the District; prepare a variety of related publications and materials.

ESSENTIAL FUNCTIONS:

Coordinate communications and public relations for the Director; provide strategic planning and assist the Director with coordinating and implementing public, employee and media relation strategies.

Plan and organize special events and activities to enhance public relations; coordinate major District events including dedication ceremonies and press conferences.

Assist in enhancing public relations and communications skills of administrators as assigned; assist administrators in developing techniques for interacting with the media, public and others; assist District personnel in preparing for interviews.

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

Compose and prepare independently or from oral instructions, a variety of related publications and materials including handbooks, calendars, newsletters, brochures, correspondence and memoranda; assist the Director in coordinating and preparing media alerts, press releases and advisories; design and produce camera-ready artwork for newsletters, brochures and special events.

Serve as a resource to District administrators and staff and provide information related to strategic communications and public relations; assist the Director in responding to media inquiries and determining appropriate resources.

Coordinate and prioritize monthly communications projects and tasks; assist in delegating specific functions and tasks to District personnel.

Operate a variety of office equipment including a telephone, fax machine, typewriter, computer and assigned software; operate a vehicle to conduct work.

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

Assist in developing and maintaining the communications budget.

Perform related duties as assigned.

DEMONSTRATED KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Public relations and communications practices and procedures.

Public speaking techniques.

Operation of a computer and assigned software.

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:

Coordinate communications and public relations for the Director.

Plan and organize special events and activities to enhance public relations.

Assist in enhancing public relations and communications skills of administrators as assigned.

Serve as spokesperson for the District.

Prepare a variety of related publications and 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: bachelor's degree in communications, public relations or a related field and two years experience in public relations or communications.

LICENSES AND OTHER REQUIREMENTS:

Valid California driver's license.

WORKING CONDITIONS:

ENVIRONMENT:

Office environment.

Constant interruptions.

Driving a vehicle to conduct work.