

VISTA UNIFIED SCHOOL DISTRICT

DIRECTOR OF COMMUNICATION

Purpose Statement

The purpose of a Director of Communication is to perform professional-level public relations work in support of the District's public information and community outreach strategies; provide information and serve as a resource to others; achieve defined objectives by planning, evaluating, developing, implementing, and maintaining services in compliance with established guidelines; and serve as a member of the leadership team.

This classification reports to the Superintendent or designee.

Essential Functions

- Develops, implements, and manages a comprehensive communications and marketing program including district media relations, community relations, intra-district relations, promotional functions, and special events for the District for the purpose of meeting the District's goals and objectives.
- Develops and oversees the release of public information materials through news outlets, the District website, digital media, and social media to create an enhanced understanding and awareness of the District's programs, services, special events, and projects for the purpose of communicating information to stakeholders and the community regarding the District.
- Prepares, develops, and edits articles, feature stories, press releases, publications, promotional materials, photographic and electronic media, and speeches in compliance with the District's vision, mission, strategies, policies, regulations, and guidelines concerning public information through a variety of media (e.g. traditional news outlets, media, digital media, social media, etc.) for the purpose of communicating information about programs and services, ensuring compliance with legislative requirements, and/or responding to requests.
- Acts as a communications link with a wide variety of public and private organizations, conferences, and boards, and provides information and materials to representatives of the community and news media for the purpose of communicating information regarding District activities and programs.
- Facilitates meetings, workshops, seminars, open forums, and/or other feedback mechanisms for parents, students, employees, and other interested parties for the purpose of identifying issues, gathering information, developing recommendations, supporting other staff, and serving as a District representative.
- Serves as spokesperson for the Superintendent and the District and acts as the primary contact for all media requests and inquiries and generates immediate and effective responses regarding the District in the face of emergencies, crises, and other public education or District related issues for the purpose of communicating information regarding District activities and programs.
- Develops and oversees the layout and content of the District's website, digital media services, and social media for the purpose of coordinating the District's efforts to provide all stakeholders with accurate, accessible, and timely information.
- Provides technical expertise and information to the Superintendent regarding assigned functions and advises the Superintendent of issues, unusual trends, or problems for the purpose of recommending appropriate action.
- Coordinates and facilitates a variety of events including visits by foreign and domestic public officials, fund raisers, ceremonies, recognition events, special presentations, and other events as required for the purpose of implementing and/or maintaining services and programs.
- Attends and participates in meetings, workshops, conferences, and seminars for the purpose of conveying and gathering information regarding a wide variety of subjects required to carry out administrative responsibilities.
- Researches topics related to current and emerging technology (e.g. relevant policies, current practices, staffing requirements, financial resources, etc.) for the purpose of developing new programs/services,

ensuring program compliance with established requirements, securing general information and/or responding to requests.

- Responds to internal and external inquiries, concerns, issues, and requests for the purpose of providing information, identifying the relevant issues, referring to appropriate personnel, and/or recommending or implementing a plan of action that will efficiently resolve the issue.
- Performs personnel functions (e.g. interviewing, evaluating, supervising, etc.) for the purpose of maintaining adequate staffing, enhancing productivity of personnel, and achieving objectives within budget.
- Monitors budget allocations, expenditures, fund balances, and related financial activities for the purpose of ensuring that allocations are accurate, revenues are recorded, expenses are within budget limits, and/or fiscal practices are followed.
- Prepares a wide variety of complex written materials for the purpose of documenting activities and issues, meeting compliance requirements, providing audit references, making presentations, and/or providing supporting materials for requested actions.
- Recommends policies, procedures and/or actions for the purpose of providing direction for meeting the district's goals and objectives.
- Responds to emergency situations during and after hours for the purpose of resolving immediate concerns.

Other Functions

- Performs other related duties as assigned for the purpose of ensuring the efficient and effective functioning of the work unit.

Job Requirements: Minimum Qualifications

Skills, Knowledge, and Abilities

SKILLS are required to perform multiple technical tasks with a need to occasionally upgrade skills in order to meet changing job conditions. Specific skill based competencies required to satisfactorily perform the functions of the job include: operating standard office equipment including utilizing pertinent software applications; planning and managing projects; budgeting and financial management; developing effective working relationships; adhering to safety practices and procedures; analyzing budgets; analyzing data; classifying data and/or information; conducting interviews; conducting and facilitating meetings; responding to telephone calls; maintaining confidentiality of sensitive and privileged information; using software applications including word processing, spreadsheet, presentation, and database management.

KNOWLEDGE is required to utilize theoretical mathematical concepts; review and interpret highly technical information, write technical materials, and/or speak persuasively to implement desired actions; and analyze situations to define issues and draw conclusions. Specific knowledge based competencies required to satisfactorily perform the functions of the job include: principles, practices, and techniques of public relations, marketing, and media; principles and techniques of event planning and project management; principles and techniques of website and social media management; pertinent laws, codes, policies, and/or regulations; personnel processes; program planning and development; concepts of grammar and punctuation; business telephone etiquette; interviewing techniques and practices; keyboarding; knowledge of community and media resources; office equipment and technology; personnel administration practices.

ABILITY is required to schedule and coordinate a significant number of activities, meetings, and/or events; routinely research, gather, collate, classify, and develop reports using a variety of data and statistics; plan, edit, and produce a variety of reports, articles, press releases, correspondence, publications, and presentations; and consider a number of factors when using equipment. Flexibility is required to independently work with others in a wide variety of circumstances; analyze data utilizing defined but different processes; and operate equipment using a variety of standardized methods. Ability is also required to work with a significant diversity of individuals and/or groups; work with data of varied types and/or purposes; exercise professional judgment in the release of information and materials; speak effectively before large and small groups; perform reliably and effectively in a variety of situations requiring specialized knowledge, tact, and good judgment; and utilize a variety of types of job-related equipment. Independent problem solving is required to analyze issues and create action plans. Problem

solving with data frequently requires independent interpretation of guidelines; and problem solving with equipment is moderate. Specific ability based competencies required to satisfactorily perform the functions of the job include: communicating with internal and external contacts, the media, parents, school personnel and staff; meeting deadlines and schedules; working as part of a team; being flexible to changing conditions; prioritizing a variety of assignments; making quick and accurate decisions; dealing with changing priorities; maintaining confidentiality; accuracy and attention to detail; analyzing issues and determining appropriate courses of action; communicating with persons of diverse backgrounds; diffusing argumentative behavior; displaying tact and courtesy; multitasking; organizing tasks; setting priorities; working with detailed information/data; working with frequent interruptions; providing customer service; establishing and maintaining effective working relationships with others.

Responsibility

Responsibilities include: working independently under broad organizational guidelines to achieve unit objectives; managing a department; directing the use of budgeted funds within a work unit. Utilization of some resources from other work units is often required to perform the job's functions. There is a continual opportunity to significantly impact the organization's services.

Work Environment

The usual and customary methods of performing the job's functions require the following physical demands: some lifting, carrying, pushing, and/or pulling, some climbing and balancing, and significant fine finger dexterity. Generally the job requires 50% sitting, 25% walking, and 25% standing. This job is performed in a generally clean and healthy environment.

Experience: Job related experience with increasing levels of responsibility is required.

Education: Bachelor's Degree in job-related area.

Equivalency: Bachelor's degree in journalism, communications, public relations, or related field and five (5) years of experience in the administration of a comprehensive communications program including marketing and public relations. School district or public sector experience is highly desirable.

Retention: In accordance with Education Code 45301, an employee appointed to this class must serve a probationary period of two hundred sixty (260) days of paid regular service (excluding days absent for illness or injury) during which time an employee must demonstrate at least an overall satisfactory performance. Failure to do so shall result in the employee's termination.

Required Testing

For those candidates who meet the minimum qualifications, the assessment process will consist of any one or more of the following: Screening for most qualified candidates, Training and Experience Evaluation, a Written Test, a Performance Test, and/or a Qualifications Appraisal Interview.

Certificates and Licenses

Valid California Driver License and evidence of insurability.

Continuing Educ. / Training

Clearances

Fingerprint and Background Clearance
Drug Test
Tuberculosis Clearance

FLSA Status

Exempt

Approval Date

Established: 04/12/16
Established: 04/20/18

Salary Grade

Classified Management, Range
24