

EAST SIDE UNION HIGH SCHOOL DISTRICT

JOB TITLE: Director of Communications and Community Engagement

DESCRIPTION OF BASIC FUNCTIONS AND RESPONSIBILITIES

Under the supervision of the Superintendent, the Director Communications and Community Engagement plans, organizes, coordinates, and oversees the comprehensive communications program for both internal and external audiences, which includes elements of community relations, media relations, publications, school/business partnerships and community education; provides professional and technical support, assistance and guidance to District and Site administrators and managers in communications matters; coordinates marketing, social networking, special events, services, programs and other District or assigned community related activities. The Director of Communications and Community Engagement will work within the framework of the Educational Code, District philosophy, and District policy as adopted by the Board of Education and do related work as required.

SUPERVISOR: Reports to the Superintendent

SPECIFIC FUNCTIONS AND DUTIES

Develops, implements, and directs an annual, systematic District engagement and outreach plan to effectively communicate District priorities, procedures, activities of the Board of Trustees and the East Side Union School District, including budget planning for meeting those objectives, to the staff, media and the public

1. The engagement and outreach plan should include the effective use of multi-lingual media.

Conducts any necessary collection and interpretation of data to support the communication plan

Develops and coordinates policies and procedures regarding all District public relations matters, which include District media relations, community relations, intra-district communications, promotional functions, special events, marketing, social media and selected publications

Expedites response to inquiries and complaints received by the District from citizens, news media, and school personnel

Assists the District in its obligation to provide internal and external audiences with accurate and timely information, which includes press releases (written and oral), publications, records requests and other related communications or requests

Assists District office and school site administrators in the development of effective communications mechanisms

Develops graphic materials to assist in all types of presentations for departments and/or sites

Represents District as the media spokesperson and maintains effective working relationships with media on all matters concerning the District

Facilitates community/staff advisory committee meetings and other community meetings as requested

Attends meetings of the Board of Education

Directs and coordinates the timely and accurate development, production and dissemination of District publications, reports and related media

Oversees and manages content for District Website along with being consultant for site based websites.

Provides consultation to district/sites/programs in expanding its social media presence and response capabilities.

Attends district and site hosted events to document, promote and communicate the district's goals and objectives to the community through the lens of creating an equitable community.

Serves as a member of the Superintendent's Cabinet

Performs other duties as assigned

QUALIFICATIONS

1. Bachelor's degree required in public information, media relations, communication, journalism, marketing, or related field.
 - a. Master's degree preferred.
 - b. Five years of increasing responsibility in public information, public education, or related experience desired.
2. Valid California driver's license and provide personal automobile.
3. Knowledge of:
 - a. Knowledge of public information and communications principles and practices.
 - b. Knowledge of school district laws, policies, and procedures.
 - c. Knowledge with computer software, hardware, and other technology pertinent to areas of specialization.
4. Ability to:
 - a. Ability to exhibit discretion and tact with information and communication received and given.
 - b. Ability to oversee the development and implementation of communications and public information strategies, goals, objectives, programs, projects, services, and activities.

- c. Ability to prepare and present written and oral reports to diverse audiences that effectively represent the school district to the community.
- d. Ability to work under time sensitive deadlines, pressure, and with frequent interruptions.
- e. Ability to analyze information and to think critically.

5. Bilingual Preferred.

WORK YEAR

12-month position
Classified Management Salary Schedule
216-218 Day Work Year

PHYSICAL DEMANDS AND WORKING CONDITIONS:

- 1. Seldom = Less than 25%
 - 2. Occasional – 26%-50%
 - 3. Often = 51%-75%
 - 4. Frequent – above 76%
-
- a. Ability to work at a desk, conference table or in meetings of various configurations [4]
 - b. Ability to stand for extended periods of time [2]
 - c. Ability to see to read, prepare and proofread documents [4]
 - d. Ability to hear and understand speech at normal level [4]
 - e. Ability to communicate so that others will be able to clearly understand normal conversation [4]
 - f. Ability to bend and twist, sit, stoop, kneel, push, and pull [4]
 - g. Ability to lift 5-20 lbs. [2]
 - h. Ability to carry 5-20 lbs. [2]
 - I. Ability to operate office equipment [4]
 - j. Ability to reach in all directions [4]

WORKING ENVIRONMENT:

Office environment

Required to travel by personal and/or district vehicle to and from District sites and to work at remote District sites as needed to perform work activities

REASONABLE ACCOMODATION:

The District will comply with all legal requirements relating to reasonable accommodation for employees and job applicants

Approved: 03/02/2023 Bd Mtg