

BASIC FUNCTION:

Under the direction of the Superintendent, coordinates and maintain communications and public relations, publications, recognition, media relations, marketing and website programs extending to Coronado Unified School District (CUSD) parents and families, staff, news media, business community, governmental agencies, community members, and the general public; and to support school sites, departments and senior leadership with internal and external communications including crisis communications, media relations, employee communications, website development and maintenance, communications issues, and event management.

REPRESENTATIVE DUTIES:

ESSENTIAL DUTIES:

- Leads and contributes to the development of comprehensive communication plans.
- Provides excellent customer service to all stakeholders, responding to phone calls, emails, letters, and other communications in a professional and timely manner.
- Participates in the coordination and implementation of public, employee and media relations strategies at the district level or for a school/program.
- Serves as a resource to administrators and staff, providing information related to strategic communications and public relations, including the dissemination of confidential and nonconfidential information.
- Provides assistance to district staff and others concerning the writing, editing, composition, layout and production of publications as needed.
- Assists staff in responding to media inquiries by determining appropriate resources for responses; and arranges and coordinates media interviews as instructed.
- Researches, prepares, composes, designs, edits and distributes a variety of materials including, but not limited to press releases, promotional materials, newsletters, handbooks, manuals, correspondence, brochures, advertisements, presentations, posters, camera ready artwork, guides, directories and web-based documents in support of established communication goals.
- Conducts interviews and photographs students, teachers, administrators, staff and the public; attends, photographs and reports on District events and activities as assigned.
- Assists with the coordination and production of videos of district events, programs and staff.
- Supports emergency communication efforts and media management during a crisis situation.
- Plans and organizes special events and activities to enhance public relations; coordinates major district events as assigned.
- Assists the Technology Department in providing support to schools and departments in the development, implementation and maintenance of websites; reviews websites for conformity to district standards and initiates steps to bring websites into compliance as necessary.
- Serves as executive operations specialist to the Superintendent performing a variety of duties including the facilitation of communication between the Superintendent and

stakeholders, scheduling, and maintaining calendars that support the work of the Superintendent and the Board of Trustees.

- Develops and maintains professional relationships with news media, business representatives, community members, and district staff.

OTHER DUTIES:

Perform duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

- Public relations and communications practices, procedures, and code of ethics.
- Social media applications.
- All facets of the production process of a periodical or newsletter.
- Public speaking techniques.
- Correct English usage, grammar, spelling, punctuation and vocabulary.
- Modern office practices, procedures and equipment.
- Graphic design principles, techniques, and related software.
- Accessibility issues as they relate to communication tools and platforms.
- Laws and regulations impacting communication tools and strategies.
- How to utilize photographic equipment to take pictures.
- Copyright laws

ABILITY TO:

- Plan and organize special events and activities to enhance public relations.
- Analyze situations accurately and take effective course of action.
- Handle multiple tasks, work under pressure and work with priorities/deadlines subject to frequent change.
- Prepare a variety of publications and materials.
- Conceptualize project objectives and effectively utilize information and knowledge to create the optimum impact.
- Compose media stories, publications, letters, memorandums, or other documents that provide accurate and effective information regarding the topic or subject.
- Organize and edit rough draft copy according to accepted rules of style and syntax.
- Use good judgment and have a strong sense of ethics.
- Operate a computer, peripheral equipment and assigned software used in graphic layout and production.
- Establish and maintain records and reports and maintain confidentiality of privileged information obtained in the course of work.
- Communicate effectively both verbally and in writing.
- Work effectively with all levels of district staff, parents, and the community
- Plan and organize work, adhere to schedules, and meet timelines.

- Work independently, accurately, and efficiently with little direction.
- Complete work with many interruptions.
- Maintain consistent, punctual and regular attendance.

QUALIFICATIONS GUIDE:

TRAINING AND EXPERIENCE

The knowledge, skills, and abilities required for this classification would typically be acquired through graduation from a four-year college or university with a major in a field related to public relations and communications, and at least two years of recent experience in a public relations capacity, preferably with an educational organization. A working knowledge of comprehensive internal and external public relations programs; a mastery of communications skills; and a sensitivity to the importance of two-way communication is necessary. Experience in marketing, public relations, image development and/or election management is highly desirable.

KNOWLEDGE

- Principles and practices of developing, writing, formatting, and editing creative content for web pages, digital newsletters, videos, social media, and print communications and publications.
- Principles, practices, and procedures of website design, development, and implementation.
- Principles, practices, and procedures of graphic design and layout and photography, including traditional and digital techniques.
- General principles and techniques of public relations and marketing.
- Practices and techniques of utilizing social media as a marketing and communications vehicle.
- Applicable federal, state, and local laws, codes, and policies and procedures relevant to the area(s) of responsibility.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and County Office staff.
- The structure and content of the English language, including the meaning and spelling of words, rules of composition, and grammar.

LICENSES AND OTHER REQUIREMENTS:

Valid California Driver's License and available private transportation.

PHYSICAL DEMANDS

- Mobility to work in a standard office and use standard office equipment, including a computer, and to operate a motor vehicle to visit various County Office and meeting sites.

- Mobility to work in the field when recording videos and taking photos; to sit, stand, and walk on level, uneven, or slippery surfaces; frequently reach, twist, turn, kneel, bend, stoop, squat, crouch, grasp and make repetitive hand movement in the performance of duties.
- Vision to read printed materials and a computer screen.
- Hearing and speech to communicate in person and over the telephone.
- Standing in and walking between work areas is frequently required.
- Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment.
- Employees in this classification frequently bend, stoop, kneel, and reach to perform assigned duties, as well as push and pull drawers open and closed to retrieve and file information.
- Employees must possess the ability to lift, carry, push, and pull materials and objects up to 50 pounds with the use of proper equipment.

ENVIRONMENTAL CONDITIONS

- Office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances.
- Employees work in an outdoor environment with moderate to loud noise levels, cold and/or hot temperature conditions when shooting videos and photography.
- Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing office/school policies and procedures.