

SAN RAMON VALLEY UNIFIED SCHOOL DISTRICT
Position Description

TITLE:	Director I, Communications & Community Relations	REPORTS TO:	Superintendent
DEPARTMENT:	Superintendent's Office	CLASSIFICATION:	Classified Management
FLSA:	Exempt	WORK YEAR:	225 Days
BOARD APPROVAL:	September 15, 2020	SALARY:	Range A1 / Tier IV Management Salary Schedule

SUMMARY DEFINITION: Under the supervision of the Superintendent, plan, develop, organize, control, and direct all aspects of the San Ramon Valley Unified School District's (SRVUSD) internal and external communications, public information and community relations efforts. Provide proactive leadership and direction for the district's public relations, marketing and community outreach programs, media relations, employee communications, and corporate and governmental relations on a local, state and national basis. Serve as public relations counsel to the Superintendent, Superintendent's Cabinet, and management staff, and serve as liaison between the press/media and the district. Communicate the district's vision, mission, goals, objectives, results, and challenges to parents and the community. Build and maintain public confidence, trust, understanding and support for the district in collaboration with the Superintendent, Superintendent's Cabinet, and district administration. Provide leadership and direction for the effective and efficient daily operations of public relations and communications.

REPRESENTATIVE DUTIES: Incumbents may perform any combination of the essential functions shown below [E]. This position description is not intended to be an exhaustive list of all duties, knowledge or abilities associated with this classification, but is intended to accurately reflect the principal job elements.

E= Essential Functions

Plans, develops and implements all aspects of the district's communication, public information, and community relations programs. **E**

Designs and implements communication strategies that maximize community and stakeholder participation and engagement. **E**

Proactively communicates and represents the district's vision and perspective internally and externally to district employees, the general public/community, and the media. **E**

Builds and maintains public confidence, trust, understanding and support for public education and the school district in collaboration with the Superintendent, Superintendent's Cabinet and SRVUSD administration. **E**

Serves as liaison between the media and the school system and arranges press coverage at district functions; assists schools and departments in coordinating media coverage for school or department events; prepares and sends news releases on school and district events. **E**

Attends Board meetings as the media resource person. Assists media representatives in obtaining background information on Board agenda items; communicates and assists in the interpretation of Board actions. **E**

Directs and evaluates the district's public relations, marketing, communications, and public affairs strategies, executes effective campaigns/programs on a local, state and national basis, with major emphasis on employee communications and communications between the district and the community. **E**

Director I, Communications & Community Relations / San Ramon Valley Unified School District

Actively pursues information and informs the Superintendent and others about emerging situations; provides immediate responsiveness to high profile/emergency situations, including receiving and assessing information, cooperating and communicating with news media, law enforcement and others, and sharing information with and advising appropriate district personnel. **E**

Provides information, technical expertise, and strategic advisement to the Superintendent regarding all aspects of district communications and public relations. **E**

Develops and evaluates through polls, surveys, focus groups and other methods the information services needs of the District, including a communications audit of existing documents and other forms of written communication; recommends strategies and programs to meet those needs. **E**

Provides education and training for the Board, SRVUSD administration, and other staff members regarding relations with news media and counsels them regarding the public relations implications of various matters. **E**

Identifies community issues and concerns and develops effective strategies for managing and responding to them proactively and reactively; interacts with diverse stakeholder groups and serves as the Superintendent's representative and liaison to community leaders and groups. **E**

Serves on the Superintendent's Cabinet to provide guidance on internal and external communications needs and the community relations impacts of District decisions and Board actions. **E**

Supervises and coordinates the preparation of the District's internal and external publications, including community/employee newsletters, press releases, brochures, handbooks, and publications. **E**

Develops, reviews, and approves the design and content of district communication tools, including the district website, community announcements, social media, press releases, telephone messaging, and photo opportunities; establishes and maintains high quality standards for the design and content of such tools. **E**

Acts as liaison to San Ramon Valley Education Foundation and the staff members associated with the work of the Foundation and its volunteer Board. **E**

Plans, develops, coordinates and/or assists with student and employee recognition programs. **E**

Establishes and maintains positive and collaborative working relationships with district administration and association leaders, community leaders, community organizations, and members of the local media. **E**

Responds to general inquiries about the District and serves as primary contact person in all phases of community relations. **E**

Acts as District liaison to municipal and community organizations. Strategically serves on community boards, commissions and committees as directed by the Superintendent. **E**

Plans, develops, and maintains channels for communications with all district employees. **E**

Collaborates with the Assistant Superintendent of Business Operations and Facilities to develop, coordinate, and implement the District School Safety program and crisis communication plan. **E**

Assists in all informational aspects of school bond and parcel tax campaigns. **E**

Manages the Communications/Community Relations Department operations with responsibility for budget development, materials, and equipment. **E**

Supervises and evaluates assigned Communications/Community Relations Department personnel. E

Assumes other tasks related to school/community relations and communications as assigned by the Superintendent. E

MINIMUM QUALIFICATIONS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The qualifications listed in this document are the minimum qualifications required in order to successfully be considered and hired for the position.

TRAINING, EDUCATION AND EXPERIENCE:

Bachelor's degree in communications, public/human relations, marketing, journalism or related field and a minimum of 3 years of increasingly responsible experience and leadership in community relations, public information, and/or working with media is required. Master's degree and experience in the public sector or an educational setting is preferred.

LICENSES AND OTHER REQUIREMENTS:

Valid California Driver's License.

TECHNOLOGY, EQUIPMENT AND TOOL SKILLS:

Proficient ability to use a personal computer, software, and databases specific to the District, Internet, and social media. Knowledge of and ability to proficiently use contemporary software and online resources applicable to public communications and community relations programs. Ability to proficiently use modern office equipment and communications devices.

KNOWLEDGE, SKILLS AND ABILITIES: The requirements listed below are representative of the knowledge, skill and/or ability required.

KNOWLEDGE OF:

- Principles, practices and procedures of public relations, marketing and media communications.
- Principles, methods, techniques, and strategies for gathering, preparing and disseminating public information in a large, public education organization.
- Fundamentals of writing, editing, designing and publication for mass communications.
- Microsoft suite (Excel, Word, Publisher, PowerPoint, etc.) and other software, applications, and online resources used for publishing electronic and print media.
- Principles and practices of project planning, management, execution and evaluation.
- School district functions, policies, procedures, rules, regulations, goals and objectives.
- Exceptional oral and written communication skills.
- Correct English usage, grammar, spelling, punctuation, and vocabulary.

ABILITY TO:

- Lead and manage the district's Communications/Community Relations operations.
- Plan, organize, implement, assess, evaluate and enhance the district's internal and external communications and public relations program.
- Positively and effectively market the services and products of the district to the community and general public.
- Manage and respond to multiple issues and needs while information rapidly develops and circumstances change.
- Forecast potential situations and problems and strategize effective ways of communicating and messaging proactively with respect to them.
- Analyze situations quickly and accurately and adopt effective and appropriate courses of action.
- Write clear, concise, and accurate reports and articles in well-selected and easily understood language.
- Communicate both orally and in writing on a variety of subjects to various audiences within and outside the district.
- Use a personal computer, district technology systems, Internet and social media to conduct business.

Develop and maintain positive relationships with district administrators, employees, the school community, local and elected officials, media representatives, and others.

Demonstrate good judgement, professionalism, diplomacy, patience, tact, confidence and a strong sense of ethics.

Maintain confidentiality of sensitive and privileged information.

Collaborate effectively on team efforts and projects.

Work independently and with little direction.

Supervise and lead assigned staff in a manner that encourages high morale and efficiency.

LANGUAGE SKILLS:

Ability to read, write, and speak in English. Ability to read and interpret documents such as safety rules and regulations, operating and maintenance instructions and procedure manuals, including policies and procedures and equipment manuals; to write complex and detailed instructions, reports and correspondence; to speak effectively one-one and/or before internal and/or external groups.

PHYSICAL DEMANDS AND WORK ENVIRONMENT: The physical demands and the work environment characteristics described here are representative of those that an employee encounters while performing the essential functions of this job and must be met by the employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

WORKING CONDITIONS:

Office environment with moderate noise level and frequent interruptions.

Must drive a vehicle to conduct work.

PHYSICAL ABILITIES:

Hear and speak to make presentations and exchange information in person and on the telephone; dexterity of hands and fingers to operate a computer keyboard; see to read and prepare documents and reports and view computer monitors; sit or stand for extended periods of time; bend at the waist, and reach overhead, above the shoulders, and horizontally; lift light objects.

OTHER QUALIFICATIONS:

Must successfully pass the District's pre-employment fingerprinting and TB testing and mandated training.

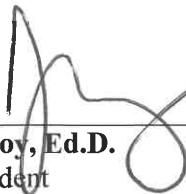
APPROVALS:



Keith Rogenski
Assistant Superintendent, Human Resources

9-16-2020

Date



John Malloy, Ed.D.
Superintendent

9-16-2020

Date