

SAN RAMON VALLEY UNIFIED SCHOOL DISTRICT
Position Description

TITLE:	Coordinator, Communications & Public Information	REPORTS TO:	Assigned Administrator
DEPARTMENT:	Communications and Community Relations	CLASSIFICATION:	Classified Management
FLSA:	Exempt	WORK YEAR:	225 Days
BOARD APPROVAL:	December 14, 2021	SALARY:	Range G/Tier IV Management Salary Schedule

SUMMARY DEFINITION:

Under general supervision, prepare and provide general and strategic communications about the District, its school sites, and its activities to accurately and positively represent the District; engage the community by sharing the District’s story through effective use of digital and interactive communications; manage the District’s online presence, including its website, social media, and other online communications; ensure effective two-way communication; assist in the development and maintenance of the District’s strategic communications plan; and convey information regarding District activities and procedures.

REPRESENTATIVE DUTIES: (Incumbents may perform any combination of the essential functions shown below. 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

Participate in the development, maintenance, revision, and updating of the District’s long-term strategic communications plan. **E**

Collaborate with a variety of stakeholders, including District and site administrators, teachers and staff, community leaders, business representatives, and media outlets in alignment with the District’s strategic communications plan and for the purposes of providing outstanding customer service and projecting a positive image of the District. **E**

Communicate with District stakeholders in a variety of situations to ensure wide coverage of District activities, notices and events. **E**

Compile a wide variety of information, including social media reporting data and District programs and news, to ensure timely and accurate information is communicated on the District’s behalf. **E**

Promote District activities and events internally and externally to ensure that information is fully and correctly communicated and that stakeholders are properly informed. **E**

Create graphics and publications images, including illustrations, photographs, logos, etc., to provide pictorial information, which properly represents the District in all media formats. **E**

Write, edit, publish and distribute a wide variety of communications on behalf of District departments and school sites, including notices, articles, advertisements, social media posts, and website information; ensure their accuracy, integrity, and success in communicating their intended messages. **E**

Assist school sites and departments in the use of District information systems and with developing, supporting and maintaining their websites and other electronic communication tools, providing support and training as needed; review websites to ensure effective, ongoing communication and compliance with established District standards and expectations. **E**

Distribute information about the District to a wide variety of individuals, including staff members, families, community members, school communities, and the local media, as necessary and/or requested. **E**

Participate in various District meetings, including Cabinet, management, and department meetings, to maintain awareness of District initiatives and plans, convey information, make recommendations, inform decision making, and gather information in preparation for developing and disseminating general and strategic communications to internal and external stakeholders. **E**

Photographs and videos District programs and events for publications and other uses; interviews, photographs, and/or videos students, staff and members of the public for District publications; attends, photographs, videos and reports on District events and activities at District sites for the purpose of disseminating information and advertising and promoting District happenings. E

Works collaboratively with members of the media in accordance with the District's Media Relations Guidelines for the purpose of establishing functional and supportive relationships and promoting accurate media coverage that supports the District's reputation and image. E

Establish and maintain productive and positive relationships with and respond to inquiries and requests for information from District staff, community members and leaders, business representatives, and local news media. E

Provide support, timely response and information in emergency situations, including lockdowns, catastrophic weather events, and other scenarios requiring timely and consistent communication, by developing written communications with important information and direction to employees, families and students, the community, and the local media. E

Evaluate and collaborate in the efficacy of District information systems and recommend and organize changes as necessary. E

Research work-related topics, including educational issues and trends, legislation impacting education and the District, trends in social media, and graphic design tools and upgrades in software, to gather information and make recommendations for improvement. E

Establish and maintain a positive climate of interaction, communication, and collaboration among colleagues, with District and site staff, students and families, and other stakeholders in the performance and execution of areas of responsibility. E

Remain current and informed about contemporary research in and best practices for general and strategic communications, attending conferences and workshops, reading professional literature, joining professional associations, taking courses, and establishing and maintaining professional networks. E

Assist in cultivating community partnerships for the purpose of ensuring that they are mutually beneficial and supportive of District goals, activities and strategic initiatives. E

Assist and serve as a backup support for projects and endeavors in the Superintendent's Office. E

Perform related duties as assigned.

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.

EDUCATION AND EXPERIENCE:

Any combination equivalent to: Bachelor's degree in communications, journalism, broadcasting, public relations, organizational behavior, or other related discipline and job-related experience is required. Professional experience with increasing levels of responsibility performing similar duties and responsibilities in a public setting may substitute for academic preparation in one of the specified academic disciplines.

LICENSES AND OTHER REQUIREMENTS: Valid California Driver's License.

TECHNOLOGY EQUIPMENT AND TOOL SKILLS:

Proficient ability in using a personal computer, the Internet, social media, modern office equipment, and District software systems for word processing, graphic design, communication, preparing and delivering presentations, scheduling and other needed applications in the course and scope of work is required.

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

Knowledge of:

- District programs, practices, operations and procedures.
- District Strategic Communications Plan and strategic initiatives.
- Principles and practices of general and strategic communications.
- Contemporary tools and strategies for digital and interactive communications.
- Practices and platforms for internal and external stakeholder engagement.
- Rules and procedures for media reporting.
- Software programs used for graphic design and desktop publishing.
- Website and social media platform design and development.
- State and federal laws, regulations, and codes pertaining to K-12 education.
- School district organization, operations, policies, and objectives.
- Oral and written communication skills.
- Interpersonal skills using tact, patience, and courtesy.

Ability to:

- Use software and online platforms to maintain the digital presence of the District.
- Convey and explain various facts, circumstances and concepts in a factual and strategic manner.
- Analyze situations, make recommendations, and generate solutions to problems and issues.
- Manage and complete multiple projects and assignments with little direction and supervision.
- Establish trust and collaborate effectively with administrators, employees, students, parents, elected officials, community members, and the local media.
- Communicate orally and in writing effectively to various audiences.
- Demonstrate initiative and function effectively as part of a team.
- Read, interpret, apply, and explain rules, regulations, policies, and procedures.
- Operate a computer, District technology platforms, and software to perform job functions.
- Professionally and respectfully represent the District at all times.
- Meet District standards of professional conduct.

PHYSICAL DEMANDS & 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; drive a vehicle among various sites within and outside the District 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; see to read and prepare documents and reports and view a computer monitor; sit or stand for extended periods of time; bend at the waist, reach overhead, above the shoulders, and horizontally to retrieve and store files; lift moderate to heavy objects.

OTHER QUALIFICATIONS:

Must successfully pass the District's pre-employment background and tuberculosis clearances and District mandated trainings.

APPROVALS:



 Keith Rogenski, Assistant Superintendent, Human Resources

12/15/2021

 Date



 John Malloy, Ed.D., Superintendent

 Date