

# **Job Description**

San Ramon Valley Unified School District

## **Communications & Administrative Support Specialist**

### **Purpose Statement**

The job of Communications & Administrative Support Specialist is done for the purpose of providing a variety of complex and specialized technical and clerical support duties in support of the Communications and Community Relations Department and the Office of the Superintendent; researching, preparing, composing, designing, writing, editing and distributing a variety of materials and communications in print, video and/or electronic format; developing and maintaining a specialized knowledge base and skill set relative to website design, social media platforms, organizational communications strategies, and evolving trends in communications necessary to perform assigned duties; supporting organizational objectives pertaining to public relations, strategic communications and marketing initiatives, and activities and functions of the Board of Education; assisting with professional development, outreach objectives, and stakeholder engagement activities which build support for and understanding of the District's mission, programs and initiatives; and working with the Director of Communications and Community Relations and Executive Assistant to the Superintendent to ensure consistency and quality of communications and adherence to the District's strategic communication goals and priorities.

This job reports to assigned supervisor

### **Essential Functions**

- Supports the Communications and Community Relations Department and Office of the Superintendent for the purpose of ensuring effective communication and engagement strategies, tactics and best practices.
- Collaborates as part of a Department team for the purpose of coordinating and effectively implementing all community, employee, and media relations efforts.
- Prepares written and multimedia content for District website, social media platforms, newsletters, internal platforms, video and other mediums for the purpose of providing accurate and current information about the District and its initiatives.
- Prepares, designs, edits, and distributes promotional materials, posters, camera-ready artwork, guides, handbooks, brochures and signage for the purpose of communicating District and Board policies, initiatives, activities and procedures, and supporting initiatives and events.
- Assists school sites and departments in developing, supporting and maintaining their websites and other electronic communication tools, providing training and support as needed, and reviews websites to ensure effective, ongoing communication and compliance with established District standards and expectations.
- Assists in maintaining and managing the content of all District-hosted social media platforms for the purpose of ensuring accuracy, clarity, appropriateness and relevance of content and consistency with District standards.
- Develops, provides assistance, and serves as a resource to District leadership, staff and others in designing and preparing information for internal and external audiences (e.g., web-based materials, press releases, newsletters, articles, brochures, directories, video-based materials, etc.) for the purpose of providing clear and well-designed communications and information.
- Contributes to the development and maintenance of comprehensive communications, marketing, and engagement plans for the purpose of supporting District goals, strategies and initiatives.
- Photographs and videos District programs and events for publication and other uses; interviews and photographs/videos students, staff and members of the public for District publications; and attends,

photographs, videos and reports on District events and activities at all District sites for the purpose of advertising and disseminating information and promoting happenings in the District.

- 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.
- Participates in planning, preparing, and monitoring of the Communications and Community Relations Department budget, monitoring processes, contracts and purchase requisitions as needed, for the purpose of helping to ensure that department functions operate within budget and in compliance with established District practices.
- Collects, analyzes, and prepares data reports on engagement (particularly on social media) for the purpose of sharing information and developing strategies to increase outreach and expansion of the District brand.
- Monitors and tracks news media and social media activity concerning the District and its schools for the purpose of sharing information and preparing and executing appropriate response.
- Assists leadership in responding to news media inquiries, drafts news releases and media advisories, and arranges and coordinates media interviews as instructed for the purpose of developing and disseminating accurate information and effective media coverage of District activities.
- Supports emergency communication efforts through the production of written and recorded messages across multiple platforms for the purpose of sharing information with stakeholders and the community.
- Assists in cultivating community partnerships for the purpose of ensuring that such partnerships are mutually beneficial and supportive of District goals, activities and strategic initiatives.
- Plans, schedules, attends, and facilitates meetings and events as directed for the purpose of supporting District goals.
- Assists and supports the Executive Assistant to the Superintendent in executing daily operations in the Superintendent's Office, including communicating with the public, students and district staff, for the purpose of ensuring effective and timely completion of tasks and response and providing quality customer service.
- Assists and supports the Office of the Superintendent in posting, disseminating and maintaining Board of Education meeting agendas, materials and minutes, maintaining the District Master Calendar, and maintaining a variety of confidential and non-confidential records, logs and files for the purpose of ensuring accurate documentation, facilitating Board activities, and complying with Board policies and legal requirements.
- Develops and maintains professional relationships with news media, business representatives and community members, and District staff for the purpose of providing outstanding customer service and projecting a positive image of the District.

#### **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 single, technical tasks with a potential need to 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 pertinent software applications; writing and editing information for distribution; telephone skills; using social media; using graphics and publications software; and preparing and maintaining accurate records.

KNOWLEDGE is required to perform basic math, including calculations using fractions, percents, and/or ratios; read technical information, compose a variety of documents, and/or facilitate group discussions; and solve practical problems. Specific knowledge based competencies required to satisfactorily perform the functions of the job include: advanced grammar and institutional writing; rules of media reporting and social media; public relations and communications practices; techniques of photo, video and graphic design; rules, regulations, policies and laws pertaining to local education agencies; relevant resources; and access to services.

ABILITY is required to schedule a number of activities, meetings, and/or events; gather, collate, and/or classify information and data; and use job-related equipment. Flexibility is required to work with others in a wide variety of circumstances; work with data and information utilizing defined processes and established procedures; and operate equipment using standardized methods. Ability is also required to work with a significant diversity of individuals and/or groups; work with data and information of varied types and/or various purposes; and utilize a wide variety of types of job-related equipment. Problem solving is required to analyze issues and create action plans. Problem solving with data and information frequently requires independent interpretation of guidelines; and problem solving is moderate to significant. Specific ability-based competencies required to satisfactorily perform the functions of the job include: adapting to changing work priorities; communicating with diverse individuals and groups; maintaining confidentiality and professionalism; setting priorities; working independently; working with constant interruptions; working with detailed information; working flexible hours, including nights and weekends, as needed.

### **Responsibility**

Responsibilities include: working independently under broad organizational policies to achieve organizational objectives; leading, guiding, and/or coordinating others; operating within a defined budget. Utilization of resources from other work units is often required to perform the job's functions. There is continual opportunity to impact the organization's services and outcomes.

### **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 stooping, kneeling, crouching, and/or crawling and significant fine finger dexterity. Generally the job requires 60% sitting, 20% walking, and 20% standing. This job is generally performed in a clean and healthy environment and requires travel among District sites.

- The work environment characteristics described are representative of those an employee encounters while performing the essential functions of this job.
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- The noise level in the work environment is usually low to moderate.
- Employees in this position will generally be required to work indoors in a standard office environment and come in direct contact with district staff, students and the public. Remote work may also be a requirement.
- Availability to periodically attend District or community events on weekends and/or evenings.

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

**Education (Minimum):** Any combination of education/experience equivalent to a Bachelor's degree with major course work in communication, public relations, marketing or a related field and three years' experience in journalism, public relations, or another communication-related field.

### **Required Testing**

None Required

### **Certificates and Licenses**

Valid Driver's License

### **Continuing Educ. / Training**

Maintains Certification and/or Licenses  
District Mandated Training

### **Clearances**

Criminal Background Clearance  
Tuberculosis Clearance

### **FLSA Status**

Non Exempt

### **Approval Date**

December 14, 2021

### **Salary Grade**

Range 30

### **Revised Date**