



CLASSIFIED
Job Class Description

Equal Employment
Opportunity

COMMUNICATIONS SPECIALIST

Department: Superintendent's Office

Salary Schedule: Classified
Level: Range 60
Work Year: 12 Months

**Reports to: Manager, Board and
Superintendent Operations**

Date Current Job Description Approved:
Board of Trustees effective:
January 20, 2022

JOB GOAL/PURPOSE

Under the direction of the Manager, Board and Superintendent Operations, independently performs a wide variety of complex technical and clerical tasks to support the District's strategic communication plan and promote district, school, and student successes to internal and external audiences including to the news media and community organizations; assists in the planning and management of district special events and programs; monitors and tracks news and social media activity; conducts research and prepares reports related to communication activities; gathers information and responds to requests for information; supports district and site websites.

DISTINGUISHING CHARACTERISTICS

The Communications Specialist performs specialized and technical communications and planning duties requiring a high level of initiative and independent decision-making with minimal direction. This is a stand-alone classification within the Administrative Support Job Series.

ESSENTIAL FUNCTIONS, TASKS AND DUTIES

- Assist in the planning, development, creation, and dissemination of district communication materials, including newsletters, brochures, electronic flyers, style guides, website content, and social media;

- Assist in the planning and management of district special events and programs;
- Work with outside organizations and agencies on a variety of community relations projects;
- Coordinate participation of district participants and facilitate event logistics;
- Support crisis and emergency communication planning and support;
- Monitor news coverage;
- Disseminate information and respond to inquiries;
- Process and prioritize news media requests;
- Monitor and track news media and social media activity concerning the District and its schools;
- Maintain ongoing awareness of current school district issues;
- Attend events and shoot photographs and video of district and school events for use on website, newsletter, social media, and other media;
- Coordinate and organize the flow of communications;
- Maintain confidentiality of privileged and sensitive information;
- Operate a variety of office equipment including a copier, fax machine, computer, and assigned software;
- Record information and generate lists, reports, and other materials;
- Attend and participate in a variety of meetings and professional learnings;
- Perform related duties as assigned.

JOB QUALIFICATIONS /REQUIREMENTS

(At time of application.)

Knowledge of:

- Current trends and issues in California public schools;
- Familiarity with the local media landscape;
- Media production, communication, and dissemination techniques and methods;
- Functions and operations of an administrative office;
- Telephone techniques and etiquette;
- District organization, operations, policies, and objectives;
- Applicable laws, codes, rules, and regulations;
- Financial record-keeping and budget report preparation techniques;
- Correct English usage, grammar, spelling, punctuation, and vocabulary;
- Interpersonal and customer service skills using tact, patience, and courtesy;
- Strong oral and written communication skills;
- Operation of a computer and assigned software such as Adobe Pro, Microsoft Office Suite, Google Suite, video editing software, and graphic design/online newsletter platforms;
- Methods of collecting and organizing data and information;
- Principles and methods of advertising and promoting services and programs;
- Methods of event planning, promotion, and coordination;
- Business letter and report writing techniques;
- Basic photography, videography, and related imaging and editing software;
- Basic web page creating and editing software;
- Basic public relations and media relations techniques;
- Social media etiquette for professional use.

Ability to:

- Compose correspondence and written materials independently or from oral instructions;
- Assure efficient and timely completion of office and departmental projects and activities;
- Exercise appropriate judgment in making decisions;
- Work independently with little direction;
- Establish and maintain cooperative and effective working relationships with others;
- Operate a variety of office equipment including a computer and assigned software;
- Maintain confidentiality of privileged and sensitive information;
- Drive a vehicle to conduct work;
- Operate special media equipment, such as a camera, microphone, and mobile device;
- Create effective and attractive displays of information; manage social media accounts;
- Communicate effectively both orally and in writing;
- Serve as an ambassador for SBSD personnel and programs.

MINIMUM REQUIREMENTS

Associate degree with coursework in journalism, communications, public relations, marketing, broadcasting or related field, and two years of job related experience in marketing, communications, or journalism with at least one year using desktop publishing, videography, photography, or social media for professional purposes. Additional years of experience or education may be substituted to meet the minimum qualifications. Experience working for a public agency is desirable.

LICENSE(S) REQUIRED

- Possession of a valid California driver's license
- Supplemental Information

CERTIFICATIONS AND TESTING REQUIRED

- Pass the District's applicable proficiency exam (e.g., written test, oral interview and/or work sample) for the job class with a satisfactory score.
 - After offer of employment, obtain:
 - Criminal Justice and FBI Fingerprint Clearance
 - Negative pre-employment drug screen test at District's expense
 - Pre-employment physical exam at District's expense
 - Negative TB test result plus periodic post-employment retest as required (currently every four years)

WORK ENVIRONMENT/PHYSICAL DEMANDS

(Must be performed with or without reasonable accommodations)

- Office environment.
- School sites and public events.

- Frequent interruptions.
- Driving a vehicle to conduct work.
- Dexterity of hands and fingers to operate a computer keyboard and electronic equipment.
- Hearing and speaking to exchange information in person and on the telephone.
- Seeing to write, read, prepare, and proofread a variety of materials.
- Sitting or standing for extended periods of time.
- Lifting, carrying, pushing or pulling objects of moderate weight.
- Some climbing and balancing.
- Bending at the waist, kneeling or crouching.