

SAN YSIDRO SCHOOL DISTRICT

TITLE: Communications Specialist

DEPARTMENT: Administration

FLSA: Non-Exempt

Revised: April 2023

REPORTS TO: Superintendent

CLASSIFICATION: Confidential/Executive

SALARY: Confidential/Executive Salary Schedule

Board Approved: April 13, 2023

BASIC FUNCTION: Under the supervision of the Superintendent, the Communications Specialist facilitates and conveys district communications and public information pertaining to the communications and public relations strategies and issues in the District. Disseminates information utilizing a wide variety of District communication channels. Maintains all District social media platforms, the District website, writes district correspondence and other documents (i.e. letters, applications, PRA responses, talking points, media advisories, press releases, etc.) as needed, and is responsible for District communications. Responsible for engaging and partnering with community organizations and educational entities to provide classes, seminars and presentations for District parents and community members. Overall, this position requires the development and maintenance of ongoing connections with parents, staff, media, community organizations and other educational partners of the District to form collaborative efforts to improve the educational outcomes for students. Supports the Senior Executive Secretary to the Superintendent and Governing Board as needed with secretarial and office duties assigned to the Administration office regarding Superintendent, Board Members and District operations.

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

- Establishes and maintains effective working relationships with parents and community stakeholders, media personnel, personnel from other agencies and organizations for the purpose of creating good public relations for the District.
- Works with administrative staff to respond to all public records requests and other information that is available to the public.
- Supports or serves the District to facilitate communication strategies and media outreach and arranges press conferences, ceremonies, and special events for District officials and important visitors.
- Obtains and provides information in response to requests from staff, media, personnel, and the public. Prepares special articles and reports explaining educational and administrative programs and/or procedures.
- Maintains a directory of relations with all media outlets (i.e. newspaper, television reporters, social media, news outlets, publications, radio, etc.) speakers' bureau for public and school purposes in cooperation with operating departments.
- Upon request from the Superintendent, represents the District and the administrative staff before the public and with the media regarding the district, schools and programs.
- Assists school administrators in improving communications and customer service programs with staff, students, parents, and the local community.
- Responsible for the operations and services provided by the district parent community center. As well as provide support to parent centers at all school sites in the district.
- Translates and interprets district written and oral communications.
- May provide support and training to Board Members, Superintendent and management regarding public speaking, media responses and other communications.

- Responsible for developing, maintaining and communicating on district platforms such as, but not limited to: various district & school social media platforms, district and school websites, robocalls, emails, text messages and more.
- Record and disseminate regular phone messages in English and Spanish to parents and staff regarding school or district information and issues.
- Performs district photographic work at district, school and community events.
- Maintains good public relations by establishing and maintaining effective working relationships with representatives of mass communications media, education associations and various other agencies and organizations; visiting officials; and members of the staff; and parent and community stakeholder groups.
- Develops and coordinates the more complex communications and public relations activities of the District while exercising more independent judgment of the district in the areas of public information and communications.
- Write district communications: media advisories, press releases, speeches, district related letters, talking points for events, presentations and media interviews for Governing Board Members, Superintendent and administrators.
- Produces and distributes weekly or monthly newsletters/district highlights and other district communications. May support with confidential communications.
- A member of the district crisis response team. Serves as an emergency first responder by facilitating written and oral communications during an emergency; monitors news coverage; disseminates information and responds to inquiries.
- Supports the development and maintenance of the following calendars: district master calendar, Superintendent, Board Members, and management team, and various other calendars.
- Organization, operation, and practices of newspaper, radio, television, and other communications, media activities, policies, practices, organization and protocol of the District.
- Coordinates student/staff recognition awards at Board Meetings; arranges guest leaders (preferably students) for the Pledge of Allegiance at meetings.
- Visibly represents the District at various school related and community events .
- Mobile out of the office duties may be required for services such as photography, catering, supply purchases, press releases, setup for district events, etc.
- Assists the Senior Executive Secretary to the Superintendent and Governing Board, when necessary, in the performance of his/her duties especially in his/her absence.
 - Welcomes visitors courteously, determines their needs, schedules & checks appointments, and directs them to the proper person or department.
 - Prepares various meeting agendas, minutes and notes
 - Supports the preparation of agenda items for meetings, conferences and minutes.
 - Supports and helps prepare, update, print, and disseminate collective bargaining information.
 - Attends meetings, prepares agenda and takes minutes.
 - Supports the preparation of governing board agendas and minutes including items identified to be confidential.
- Performs other duties as assigned by the Superintendent.

MINIMUM QUALIFICATIONS:

EDUCATION AND EXPERIENCE

- Fluent Bilingual & Translation skills required (English & Spanish)

- Bachelor's degree in communications, English, public relations, journalism, political science, social services, education or a related field.
- Three years of experience in media liaison, news reporting, writing, television news, public affairs or education.
- A valid California Driver License and the use of a private automobile.

DESIRED QUALIFICATIONS:

- Advanced university degree in communications, journalism, management, education or a related field for one year of work experience.
- Published author
- Experience in working in the field of education

ABILITIES:

- Establish and maintain positive, cooperative, collaborative, effective, trustworthy and productive working relationships with the Governing Board, Superintendent, Cabinet, management, staff, families and the community.
- Work collaboratively as a team member and to problem solve with colleagues
- Accepts direction and guidance from the Superintendent. Strongly supports the vision, mission, goals and direction of the Governing Board and Superintendent.
- Ability to be flexible and responsive to the day-to-day needs of the District and schools
- Strong computer, social media, district and school website, and software skills
- Establish and maintain effective working relationships with Board Members, the Superintendent, administrators, employees, officials of other organizations, media representatives, and the public.
- Use tact, discretion, and courtesy in contacts with individuals from a variety of cultural and ethnic backgrounds.
- Ability to maintain confidentiality
- Expertise in effective writing, editing, composition, layout, and production for district publications and social media, news magazines, educational publications, education outlets and website management, local and national educational issues and Internet trends.
- Communicate effectively, both orally and in writing, in a manner appropriate for the purpose and parties addressed.

WORKING CONDITIONS:

Various indoor and outdoor office and school settings, events throughout the district and community events throughout the county. The position requires attendance at after hours and weekend district duties as needed. Meetings and activities of the district occur at various school district and county locations requiring the position to be mobile.

PHYSICAL REQUIREMENTS:

Hearing and speaking to exchange information and read body language and expressions; seeing to perform assigned duties, sitting or standing for extended periods of time; dexterity of hands and fingers to operate office equipment. Ability to retrieve stored files; lifting light objects. District office and various school settings.