

SAN YSIDRO SCHOOL DISTRICT

TITLE: COORDINATOR OF PUBLIC RELATIONS AND COMMUNITY SERVICES

REPORTS TO: District Administrator

DEPARTMENT: Educational Services

FLSA: Exempt

Revised: May 24, 2016

CLASSIFICATION: Management (12 month)

SALARY: Classified Management Schedule

Board Approved: May 26, 2016

BASIC FUNCTION: Under the supervision of the Superintendent and the Assistant Superintendent of Educational Services, the Coordinator of Public Relations and Community Services, implements communication and public information strategies in the identification and coordination of communications and public relations issues in the District. Develops and maintains ongoing connections with parents and other stakeholders of the District to form collaborative efforts to improve the educational outcomes for students. Serves as the lead District Interpreter/Translator.

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 senior 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 procedures and developments or special programs.
- Maintains a 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 concerning District policies and administrative procedures.
- Assists school administrators in improving communications and customer service programs with staff, students, parents, and the local community.
- Responsible for the oversight of the Parent Community Center as well as the development and oversight of Parent Centers at all school sites in the District.
- Serves as the District's lead translator and interpreter.
- May arrange and conduct in-service programs and deliver talks to District employees, students, parent groups, and others.
- Responsible for developing and maintaining parent and community outreach programs which include but not limited to, communications via the use of all means of technology (i.e. text messaging, internet, blogs, etc.).
- May perform photographic work.
- Performs related duties as assigned.
- 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, supervises, and coordinates the more complex communications and public relations activities of the District while exercising more independent judgment. In addition, this Coordinator assists in representing the District in the area of public information and communications.
- General supervision is received from the Assistant Superintendent of Education Services. Work direction may be exercised over clerical personnel or other office staff as assigned.

MINIMUM QUALIFICATIONS: EDUCATION AND EXPERIENCE

- Organization, operation, and practices of newspaper, radio, television, and other communications, media activities, policies, practices, organization and protocol of the District.
- Fundamentals of writing, editing, composition, layout, and production for employee publications, news magazines, and educational publications Local and national educational issues and Internet trends.
- Write effectively for media distribution.
- Effectively work with parents.
- Recognize situations that have news value.
- Communicate effectively, both orally and in writing, in a manner appropriate for the purpose and parties addressed.
- Maneuver the Internet effectively.
- Establish and maintain effective working relationships with 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.
- Graduation from a recognized college or university with a bachelor's degree in communications, English, public relations, journalism, political science, social services or a related field. Additional qualifying experience may be substituted for two years of the educational requirement.
- Three years of full-time experience in media liaison, news reporting, feature writing, publicity writing, or television news and public affairs. Advanced degree in Communications and/or Journalism may be substituted for one year of work experience.
- A valid California Driver License. Use of an automobile.

WORKING CONDITIONS

Indoor and outdoor school setting which can include office and outdoor interactions.

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.