



CLASSIFIED
Job Classification Description
Equal Employment Opportunity

MADERA UNIFIED SCHOOL DISTRICT
PERSONNEL COMMISSION
APPROVED MOTION NO. 09-2022/23
DOCUMENT NO. 03-2022-23
DATED 08/09/2022

DIRECTOR - COMMUNICATIONS

DEPARTMENT/SITE: Communications
Department

SALARY SCHEDULE: Classified Management

SALARY RANGE: 31

WORK YEAR: 261 Days

REPORTS TO: Deputy
Superintendent/Superintendent

FLSA: Exempt

PURPOSE STATEMENT:

Under the direction of the Deputy Superintendent/Superintendent, the Director of Communications plans, organizes, coordinates, and oversees the comprehensive communications program for both internal and external audiences, which includes elements of community relations, media relations, marketing, social networking, publications, and community education; provides assistance and guidance in communication matters for staff. In cases of emergency or crisis impacting staff or students, the Director of Communications works with internal leadership and appropriate staff from other public agencies to coordinate communications. The Director, in coordination with the Office of the Superintendent, organizes, manages, and executes specific programs and events as assigned.

ESSENTIAL FUNCTIONS, DUTIES, AND TASKS:

The following alphabetical list of functions, duties, and tasks is typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform other closely related or department-specific functions, duties, and tasks from those set forth below to address business needs and changing business practices.

- Communicates and represents the district vision and perspective internally and to the general public/community, as designated by Superintendent.
- Coordinates work with designers, digital media, support staff and external consultants.
- Develops the department budget for the purpose of ensuring services are delivered in conformance with District objectives and within budget parameters.
- Develops and coordinates policies and procedures regarding all public relations matters, which includes media relations, community relations, internal communications, promotional functions, marketing and selected publications.
- Directs, supervises and evaluates the performance of all assigned staff.
- Directs and coordinates the timely and accurate development, production, and dissemination of District publications, reports and related media.
- Implements and manages the district website, including gathering and organizing information from all departments.
- Monitors local, state, and national education-related news and informs senior management regarding the implications to the District office.
- Oversees and organizes district related events.
- Prepares and reviews reports, speeches, and other content for the Superintendent and senior leadership staff; provides input on issues related to communications; conducts research for talking points; prepares presentations utilizing appropriate software systems.
- Represents District as the media spokesperson and maintains effective working relations with the media

- on all matters concerning the District.
- Provides all assigned staff coaching, training and support on website maintenance, graphic design, video development, and writing.
- Supervises the planning, organization and execution of programs and events related to promoting the value of education, school staff and specific initiatives to the community.
- Writes and reviews articles, press releases, reports, scripts and other materials related to organizational activities and achievements; prepares, coordinates, monitors, and oversees the preparation of major publications.
- Performs other related duties as assigned for ensuring the efficient and effective functioning of the work unit and the District, including various mandatory District trainings.

KNOWLEDGE, SKILLS, AND ABILITIES

(At time of application)

Knowledge of:

- Communications media and their most effective uses, including print, radio, television, and internet
- Appropriate media protocol regarding given issues and circumstances
- Instructional and other technologies including digital design, broadcast, video and print media
- Community event organization and development
- Laws, rules and regulations related to public information and related communication activities
- Public relations and procedures
- Oral and written communication skills
- Public speaking techniques
- Media relations and organizational communication strategies
- Oral and written communications skills
- Interpersonal skills using tact, patience, courtesy, and customer service orientation
- Operation of a computer to enter data, maintain records and generate reports
- Marketing principles and practices
- Current social media tools, trends and techniques
- Webpage development, use and maintenance

Skills and Abilities to:

- Understand and disseminate information and issues affecting public education
- Present information regarding Madera Unified District programs in a proactive, complete and media sensitive manner
- Develop and maintain effective relationships with personnel of the news media, community leaders, administrators and others
- Develop effective media communication strategies for all communities including diverse cultural and other language speaking communities of Madera Unified School District
- Maintain confidentiality of sensitive and privileged information
- Write clear and concise reports, articles and speeches in easily understood language
- Train others in concise communication
- Complete assignments successfully with a minimum of direction and supervision
- Obtain maximum cooperation and rapport with departmental and other District employees
- Supervise, assign, evaluate, and coordinate the work of assigned staff and other employees
- Maintain a high level of objectivity and provide quality information to facilitate decision-making at all levels
- Practice high level project management skills
- Implement strong organizational skills and maintain attention to detail
- Meeting preparation, facilitation and follow-up
- Demonstrate a desire to grow professionally and seek out new opportunities to learn
- Communicate effectively, both orally and in writing with staff and the community in a multiethnic educational environment

- Exercise judgment and creativity in making decisions and work independently with little direction

RESPONSIBILITY:

Includes working under general direction using advanced techniques and routines; managing projects and programs, supervising, leading, guiding, and/or coordinating assigned staff; managing a defined budget. Utilization of resources from other work units may be required to perform the job's functions. There is a continual opportunity to have impact on the organization's services.

JOB QUALIFICATIONS / REQUIREMENTS:

(At time of application and in addition to the Knowledge, Skills, and Abilities listed above.)

EDUCATION REQUIRED:

A Bachelor's degree from an accredited college or university with a major in journalism, communications, broadcasting, media, and/or marketing, public administration, public relations or related field.

Bilingual skills to effectively communicate with the public and/or media is preferred.

EXPERIENCE REQUIRED:

Five (5) years of experience in a public relations, communications, or marketing role.

LICENSE(S) REQUIRED:

- Valid, current California Driver's License to drive a vehicle among District sites and to attend conferences, seminars, workshops, and other trainings away from the District.

CERTIFICATIONS AND TESTING REQUIRED:

- Pass the District's applicable proficiency exam for the job class with a satisfactory score
- After offer of employment, obtain:
 - Criminal Justice and FBI Fingerprint Clearance
 - 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)

- Work is primarily indoors and requires sitting for extended periods
- Lift and move equipment and other objects weighing up to 35 pounds
- Dexterity of hands and fingers to operate a computer keyboard or other office equipment and to maintain paper files and documents
- Use hands and fingers to grasp, hold, and manipulate objects
- Kneeling, bending at the waist, sitting, squatting
- Hearing and speaking to exchange information in person or on the telephone
- Visual acuity to see/read documents and computer screen
- Operation of a personal vehicle, and occasional operation of a District vehicle, to travel within and outside the District for meetings, training sessions, and assisting staff at school sites