



**CLASSIFIED**  
**Job Classification Description**  
Equal Employment Opportunity

MADERA UNIFIED SCHOOL DISTRICT  
PERSONNEL COMMISSION  
APPROVED MOTION NO. 15-2023/24  
DOCUMENT NO. 07-2023/24  
DATED: 08/16/23

**COMMUNICATIONS ANALYST**

**DEPARTMENT/SITE:** Communications

**SALARY SCHEDULE:** Classified Bargaining Unit

**SALARY RANGE:** 50

**WORK YEAR:** 261 Days

**REPORTS TO:** Director of Communications

**FLSA:** Non-Exempt

**PURPOSE STATEMENT:**

Under the general direction of the Director of Communications, the Communications Analyst coordinates the development and communication of strong organizational messaging and materials, both written formats and broadcast visual and social media formats, to all internal and external constituents and coordinates major District-wide events; develops, coordinates, and measures the effectiveness of marketing and communication activities to implement the organization's internal and external communications and marketing strategy intended to create clarity and consistency, change perceptions and mindsets, and develop a culture of excellence. The incumbents in this classification provide the school community with clear, consistent, and accurate information about the District which directly supports student learning and achievement.

**DISTINGUISHING CHARACTERISTICS**

The Communications Analyst class may function in either written or broadcast/social media formats or in both, and has frequent and direct contact with the public and the media that is proactive, designed, and intentional more so than would normally occur for the majority of other District classes who interface with the public. The Communications Analyst focuses on both internal and external functions that help the district maintain strong relationships with the public, broadcast, and print media to promote positive public relations between the School District and the school community. This is done by highlighting impactful events and stories that inspire students, staff and families, which includes the We Believe Newspaper, updating the school district websites, and managing ParentSquare communications. The Communication Analyst will focus on all or some of these essential functions as assigned by the Director of Communications.

**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.*

- Analyzes new trends and competitive activities to seek out innovative ways to build out communication channels to stakeholders.
- Assists the Director of Communications as assigned in the process of staffing Communication Technicians and developing their skill and expertise.
- Assures school district websites are attractive, professional, informative, error-free, and intuitive.
- Attends conferences and workshops to update and expand job-related knowledge and skills.
- Creates graphics or illustrations for special projects, events, or programs, including displays, signs, flyers and brochures to be used in print and digital media; and prepares final layout and creates web production

on press-ready packaged files.

- Coordinates vendors who support graphic design, videography, printing and other high-quality marketing materials as needed.
- Develops and maintains a Customer Relationship Management (CRM) system to be used to differentiate and target specific communications across the community.
- Develops standardized templates to be used by staff to prepare press releases, marketing communications, emergency protocol communications, etc.
- Develops, maintains, manages and implements a formalized communications request process for Madera Unified school sites and District Office, utilizing all communications channels and media platforms (i.e., print, video, Web, email, social media) with outbound and inbound marketing capabilities.
- Duties may require flexibility in scheduling from the normally assigned work hours.
- Establish and maintain a strong network with industry professionals and influencers via social media and other outreach to maximize communication efforts, programs and campaigns.
- Facilitates and supports periodic (e.g., weekly, bi-weekly) communications both with school-level community and District communications (e.g., monthly superintendent's message video, and newsletters using the ParentSquare Communication Platform).
- Lead and facilitate projects as assigned over communication efforts on behalf of the District.
- Manages and coordinates the development of the District Newspaper (currently *Madera Unified We Believe*) and/or any other District communications news publications and social media platforms and content that communicate the District and school site information and successes.
- Performs project analyses, defines important social media key performance indicators, and uses a variety of data sources to analyze and determine areas to focus targeted messaging and communication to identified audiences.
- Provides guidance and support for district and school site staff of the ParentSquare Communications Platform.
- Provides updates for the school district websites, trains and grants staff permission to use the district's Blackboard/Finalsite (platforms are subject to change per District policies).
- Provides assistance and expertise on communications to District leadership and technical assistance, advice, and coordination for school-site level Communications Technicians to ensure consistent messaging on all platforms and media District-wide.
- Provides non-supervisory coaching, technical assistance, advice, and work coordination for Communications support staff.
- Serves as a resource to district administrators and staff to provide assistance with drafting, editing, composing, laying out, and producing various public relations print, video, and website media as needed to ensure content is informative and appealing.
- Utilizes story brand marketing to implement unique marketing campaigns District-wide; develops and implements annual marketing and communication plans.
- Uses current technologies, including graphic design and publications/print software, photo and video editing, and website tools, to develop, write, capture, produce polished, effective, and appealing high-level finished work.
- Writes and distributes District-wide press releases along with coordination of releases to local media outlets.
- 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:**

- Appropriate media contacts regarding given issues and circumstances



- Communications media and their most effective uses, including print, radio and television
- Effective interpersonal skills using tact, patience, and courtesy
- Excellent writing skills
- Microsoft Office, Adobe Products, After Effects, Illustrator, InDesign, Photoshop Professional, YouTube, Vimeo, Facebook, Twitter, Instagram and other software applications and platforms to prepare, enhance, and disseminate event coverage and communicate messaging campaigns
- Ongoing research and evaluation of new tools, software, and trends
- Public relations, marketing, and media principles, practices, and policies
- Utilization of social and broadcast media and other oral and written communication tools and trends in social media

#### **Skills and Abilities to:**

- Operate standard office equipment and including computers and advanced software applications
- Plan, organize, and prioritize projects and special events
- Analyze situations and adopt effective courses of action
- Prepare reports and maintaining accurate records
- Address the public tactfully and courteously
- Use correct English, grammar, spelling punctuation, and vocabulary both in speaking and writing at a high level of communication
- Demonstrate initiative in planning and completing work tasks
- Maintain cooperative working relationships with both employees and the public
- Monitor and apply the latest job-related trends and technologies applicable to work assignment
- Communicate in written form utilizing a journalistic and technical writing and oral reporting style
- Translate ideas and suggestions into an effective marketing campaign
- Gather analyze, evaluate and interpret information and data
- Map out complex public relations communications print and video projects
- Create and edit short marketing and promotional videos
- Communicate clearly in both English and a second language (usually Spanish) maybe required
- Read, hear, understand, and make use of abstract and condensed reports
- Use current technology, including graphic design and publication/print software, and social media marketing tools, to produced polished, effective, and appealing finished work
- Keep up to date with current social media trends and measure success of social median campaigns
- Read, understand, explain, and implement technical material from manuals and journals
- Develop and deliver effective oral presentations
- Maintain confidentiality of sensitive and privileged information
- Organize, edit, and lay out both print and broadcast publications

#### **RESPONSIBILITY:**

Responsibilities to include working under direct supervision using standardized routines; leading, guiding, and/or coordinating others; and operating within a defined budget. Utilization of resources from other work units is often required to perform the job's functions. There is a continual opportunity to have some 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:**

Bachelor's degree from an accredited university in one of the following: communications, journalism,

broadcast media, marketing, public relations or related field.

**EXPERIENCE REQUIRED:**

Four (4) years of experience in marketing, mass communications, multimedia, public relations or similar field. Bilingual skill in English/Spanish is preferred to facilitate communication with a large segment of the school community.

**LICENSE(S) REQUIRED:**

- Valid, current California Driver's License to drive personal vehicle to various sites in the District to photograph and report on various events and activities

**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)
  - Pre-employment physical exam A through District's provider

**WORK ENVIRONMENT / PHYSICAL DEMANDS:**

*(Must be performed with or without reasonable accommodations)*

- Work is primarily indoors and occasionally requires sitting and/or standing 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, cameras, video equipment, 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, crawling, stretching and reaching overhead, above the shoulders, and horizontally to place equipment and wiring and retrieve and store files and supplies
- Hearing and speaking to exchange information in person or on the telephone
- Visual acuity to see/read documents and computer screen
- Frequent 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
- Exposure to intermittent noise and interruptions typical of a school environment and public events
- Potential for contact with blood-borne pathogens and communicable diseases