



CLASSIFIED
Job Class Description
Equal Employment Opportunity

MADERA UNIFIED SCHOOL DISTRICT
PERSONNEL COMMISSION
APPROVED MOTION NO. 49-2023/24
DOCUMENT NO. 40-2023/24
DATED: 12/13/23

COMMUNICATIONS TECHNICIAN – BILINGUAL SPANISH

DEPARTMENT/SITE: Communications

SALARY SCHEDULE: Classified

SALARY RANGE: 27

WORK YEAR: 261 Days

REPORTS TO: Director of Communications

FLSA: Non-Exempt

PURPOSE STATEMENT:

Under the general supervision of the Director of Communications, the Communications Technician – Bilingual Spanish will support the development of District-level communication, promotional and marketing information, and materials in Spanish and interpret complex written translation work of various documents and activities into Spanish or English which will be used to market schools and District programs and activities. This includes, but is not limited to, the day-to-day operations of district and school websites, social media, photography, video, and graphic creation. Interpret for all meetings assigned to the Communications department such as, but not limited to, committee and community meetings. This class assists in establishing, in Spanish, clear and positive information about the District and its school sites and activities which directly supports student learning and achievement.

DISTINGUISHING CHARACTERISTICS

Positions in this class work from the District Office to support and enhance District and school sites' web and social media presence and communications outreach efforts to more effectively link and serve the community of students, parents, and the public whose primary language is Spanish.

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.

- Assures that the schools' website design is attractive, professional, informative, error-free, and intuitive.
- Assists with maintaining and updating the schools' social media accounts, if needed.
- Assists with the school and/or District's adopted communication platform, supporting the development of weekly school newsletters and other critical communications.
- Creates written content and designs graphics with the purpose of keeping the Spanish language community informed in an easy-to-understand manner. Which includes content creation, design, and layout of various publications and marketing material (Digital or Print) in Spanish language, or marketing programs and activities specific to the Spanish community. This includes but is not limited to Dual Language Immersion (DLI) and English Learner (EL) programs.
- Manages the day-to-day operations of the school websites as well as ongoing maintenance and updates with a primary focus on ensuring website communications meet the needs of Spanish-

speaking families and supports the District's website with Spanish language content; and assists with district website updates.

- Assists with the school and/or District's adopted communication platform, supporting the development of weekly school newsletters and other critical communications with a focus on serving Spanish-speaking families.
- May be required to work an occasional flex schedule or overtime that may include some evenings and weekends due to the needs of the department. The flex schedule and/or overtime will be discussed with the employee in advance.
- Participates in unit meetings, in-service training, and workshops for the purpose of conveying and/or gathering information required to perform functions and for ongoing professional development.
- Performs clerical duties such as typing, preparing, and maintaining records and files utilizing a variety of office equipment including a computer, copier, and phone.
- Prepares written translation from English to Spanish for a variety of documents (e.g. formal letters, general information, newsletters, newspaper articles, crisis communication, forms, brochures, correspondence, legal documents).
- Recreates and formats documents utilizing a variety of word processing tools such as text boxes, headings, etc.
- Researches legal terminology as needed for written translation in reference to Educational, Medical, and Psychological topics.
- Reviews and edits translated material for accuracy, context, readability, and style for the purpose of ensuring the accuracy of information and complying with established guidelines.
- Translates and verbally interprets, for a variety of formalized meetings.
- Uses a variety of online software in order to translate content into Spanish directly in the software used to create it. This includes but is not limited to web-based and graphic design platforms such as Adobe Suite, Google Suite, Canvas, Lucidchart, etc.
- Works closely with the Principal, Vice Principal, Administrative Assistant, and other staff to support school communication activities with a focus on serving Spanish-speaking families.
- 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, and television.
- Appropriate media contacts regarding given issues and circumstances
- Social media platforms and communication styles
- District organization, operations, practices, objectives, and goals
- Strong proficiency in Microsoft Office, Adobe Photoshop Professional, iMovie, and other Software Applications
- Familiar with utilizing infographics in the development of marketing materials
- Correct English usage, grammar, spelling, punctuation, and vocabulary
- ADA website compliance WCAG2.0 standards
- Oral presentation principles and practices
- Extensive vocabulary and correct usage, grammar, syntax, spelling, and punctuation of English and Spanish
- Correct oral and written usage of English and Spanish
- Simultaneous and consecutive interpretation techniques

- Operation of standard office equipment
- Computer usage and assigned software
- Cultural differences
- Customer service principles and practices

Skills and Abilities to:

- Handle basic web programming, including knowledge of HTML and CSS
- Work with WordPress to design and establish webpages and websites
- Design and maintain assigned school websites using District-standard software WordPress or other software designated by the District
- Meet strict deadlines and commitments
- Adopt and adapt to new skills quickly
- Utilize effective interpersonal and communication skills to establish and maintain working relationships
- Maintain an attitude of positive customer service in carrying out tasks and responsibilities
- Establish and maintain positive and effective interpersonal and communication skills
- Recognize and value the importance of customer service
- Be thorough and precise in accomplishing assigned work and have excellent follow-up with customers to ensure their satisfaction
- To perform a variety of tasks in a fast-paced work environment
- Maintain strong attention to detail and be highly organized
- Utilize technology and social media efficiently and effectively during the course of work
- Use correct English grammar, spelling, punctuation, and style when producing written work
- Apply skillful graphic design and effectively utilize graphic software such as Adobe Suite programs (e.g., Photoshop, Illustrator, Premiere Pro)
- Apply video journalism and photography techniques when planning and producing informational products
- Work with diverse groups and individuals utilizing tact and courtesy in communication
- Establish and maintain an effective and savvy presence on a variety of social media platforms
- Model responsible social media protocols and correct grammar in all final work products
- Design appealing and effective graphic presentations and layouts on Web and social media pages and in print media using assigned District-standard software (e.g., Adobe Suite programs such as Photoshop, Illustrator, and Premiere Pro)
- Communicate effectively and courteously with contacts within and outside the District.
- Implementation of ADA website compliance WCAG2.0 standards and maintenance of the school websites to that level
- Prepare and maintain accurate records
- Schedule a number of activities, meetings, and/or events
- Meet schedules and timelines
- Maintain confidentiality of sensitive and privileged information

RESPONSIBILITY:

Responsibilities include working under direct supervision using standardized routines; providing information and/or advising 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 the time of application and in addition to the Knowledge, Skills, and Abilities listed above)

EDUCATION REQUIRED:

Associate of Arts (A.A.) / Associate of Science is required, with a preference for significant coursework in communication, graphic design, marketing, video production, journalism, or a related field. A Bachelor's degree is preferred.

OR

An equivalent combination of education, work experience, and certifications that demonstrates possession of the requisite knowledge, skills, and abilities of the position may be substituted.

EXPERIENCE REQUIRED:

One (1) year of work experience in communications or related fields (i.e. graphic design, marketing, video production, journalism, etc.). Some work experience in a public setting is desirable. In addition, two years of experience translating written documents from English to Spanish and providing simultaneous oral interpretation services.

LICENSE(S) REQUIRED:

- Valid, current California Driver's License to drive personal or district vehicle to travel within and outside the District for meetings, training sessions, and assisting staff at school sites.

CERTIFICATIONS AND TESTING REQUIRED:

- Pass the District's applicable proficiency exam for the job class with a satisfactory score
- After an 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 of time with some walking and standing
- Lift objects such as boxes containing documents weighing up to 35 pounds
- Bending at the waist, kneeling or crouching to file materials or access equipment, carrying, pushing and/or pulling
- Dexterity of hands and fingers to operate a computer keyboard, video and photography cameras, and maintain paper files and documents
- Use hands and fingers to grasp, hold, and manipulate objects
- Kneeling, bending at the waist, sitting, squatting, stretching, and reaching overhead, above the shoulders, and horizontally to retrieve and store equipment, files, and supplies
- Hearing and speaking to exchange information in person or on the telephone
- Visual acuity to see/read documents and computer screen
- Occasional operation of a personal 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