



CLASSIFIED
Job Classification Description
Equal Employment Opportunity

MADERA UNIFIED SCHOOL DISTRICT
PERSONNEL COMMISSION
APPROVED MOTION NO. 48-2022/23
DOCUMENT NO. 39-2022/23
DATED: 12/13/2023

COMMUNICATIONS TECHNICIAN

DEPARTMENT/SITE: Communications / assigned
to one or more schools

SALARY SCHEDULE: Classified Bargaining Unit

SALARY RANGE: 23

WORK CALENDAR: 261 Days

REPORTS TO: Director of Communications

FLSA: Non-Exempt

PURPOSE STATEMENT:

Under the general supervision of the Director of Communications and in coordination with an assigned site administrator, the Communications Technician supports the development of school-level communication, promotional and marketing collateral projects, and materials, which will be used to market the school site's programs and activities. This includes but is not limited to the day-to-day operations of school websites, social media, photography, video, and graphic creation. The incumbents in this classification provide the school community with clear, consistent, and compelling information about events at sites that directly support student learning and achievement.

DISTINGUISHING CHARACTERISTICS

This is the first level in the Communications series as an entry-level class. Incumbents in this class are assigned to one or more school sites to assist site administration in its efforts to maintain effective communication with its school community that is consistent with the messaging at the District and school level. While incumbents in this class are a resource from the Communications Department, their day-to-day activities must coordinate closely with site administration in the development and maintenance of school websites, district websites, and information releases.

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 community informed in an easy-to-understand manner, which includes content creation, design and layout of various publications and marketing material (Digital and Print).
- Ensures the functionality, navigation, and overall performance meet the needs of our school/district.
- Manages the day-to-day operations of the school websites as well as ongoing maintenance and

- updates; and assists with district website updates.
- May be required to work an occasional flex schedule or overtime that may include some weekends and evening hours 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.
- Works closely with the Principal, Vice Principal, Administrative Assistant, and other staff to support school communication activities.
- 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
- Utilization of social media platforms and communication styles
- Strong proficiency in Microsoft Office, Adobe Photoshop Professional, iMovie, and other Software Applications
- Familiar with utilizing infographics in the development of marketing materials
- ADA website compliance WCAG2.0 standards
- Oral presentation principles and practices
- Extensive vocabulary and correct usage, grammar, syntax, spelling, and punctuation of English
- Correct English usage, grammar, spelling, punctuation, and vocabulary
- Operation of standard office equipment
- Computer usage and assigned software
- Customer service principles and practices

Skills and Abilities to:

- Handle basic web programming, including knowledge of HTML (Hypertext Markup Language) and CSS (Cascading Style Sheets)
- 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
- Be thorough, precise, and proficient in completing work assignments and follow-up with customers to ensure their satisfaction
- To perform a variety of tasks in a fast-paced work environment
- Maintain attention to detail and be highly organized
- Utilize technology and social media efficiently and effectively during the course of work
- Maintain responsible social media protocols and civility
- Use correct English grammar, spelling, punctuation, and style when producing written work

- Work with diverse groups and individuals utilizing tact and courtesy in communication
- Implementation of ADA website compliance WCAG2.0 standards and maintenance of the school websites to that level
- Establish and maintain an effective 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.
- 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 limited supervision using standardized practices and/or methods; working as part of a team; and monitoring budget expenditures. Utilization of resources from other work units is sometimes required to perform the job's functions. There is a continual opportunity to affect the organization's services.

JOB QUALIFICATIONS / REQUIREMENTS:

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

EDUCATION REQUIRED:

High School diploma or equivalent; an Associate's Degree in communication, journalism, marketing, graphic arts, web design, or a related field from an accredited college or university is preferred.

EXPERIENCE REQUIRED:

One (1) year of work experience in communications or related fields (e.g., graphic design, marketing, video production, web design, journalism). Experience that included working in a public setting is desirable; **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.

LICENSE(S) REQUIRED:

- Valid, current California Driver's License for travel to/from/among District Office and school sites and to workshops, conferences, and trainings relative to the performance of job functions, duties, and responsibilities.

CERTIFICATIONS AND TESTING REQUIRED:

- Pass the District's applicable proficiency exam for the job class with a satisfactory score
- After the 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 the District's provider at the District's expense

WORK ENVIRONMENT / PHYSICAL DEMANDS:

(Must be performed with or without reasonable accommodations)

- Work is primarily indoors and occasionally requires sitting for extended periods
- Lift and move equipment and other objects weighing up to 35 pounds
- Dexterity of hands and fingers to operate hand tools, a computer keyboard, and 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 and or operate equipment such as cameras 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, computer screen, and camera equipment and settings
- 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
- Potential for contact with blood-borne pathogens and communicable diseases