



RUSD

RIVERSIDE UNIFIED
SCHOOL DISTRICT

TITLE: Director IV, Public Information & Communications

WORK YEAR: 12 Months

NON DUTY: 27 Days

REPORTS TO: Assistant Superintendent, Equity, Access and Community Engagement

PRIMARY FUNCTION:

Under general administrative direction, develops, plans and implements a comprehensive District communication plan; prepares and disseminates materials to the public, district staff, the community and news media; works closely with the Board, Superintendent, and Cabinet; serves as an official on-the-record spokesperson for the district; manages the communication staff to provide technical assistance to the District in preparation of internal and external publications and events and performs other related work as required.

REPRESENTATIVE DUTIES

- Create, develop, implement and manage a comprehensive communications plan for the District, which identifies audiences, messages, communication tools and evaluation measures.
- Provide regular reports on outcomes, media analytics, and documental reach of media elements.
- Prepare, conduct and/or disseminate a wide variety of public information regarding District business including news releases, press conferences, interviews, public service announcements, articles, special presentations and related materials.
- Prepare talking points and/or issue briefing materials for all elected offices and Superintendent or designee, principals or other staff as necessary.
- Develop positive working relations with reporters and media officials; proactively building relationships, fielding inquiries, acting as official District spokesperson- and driving rapid response to issues raised by the news media.
- Seek regional and national news media coverage exemplifying the positive programs and services, events, projects, opportunities and advantages of the District.
- Coordinate a system that provides for the timely disclosure of public information and is responsive to requests for public information.
- Manage the District's use of social media and website.

- Provide training for District departments on proper use and technical acceptable use policies for each medium; provide training for District departments on proper use and technical aspects of managing the District's social media outlets.
- Establish appropriate mediums to communicate and inform elected officials of relevant issues.
- Work with responsible staff on matters of crisis within and impacting the district to manage safety and appropriate information dissemination, messaging, and rapid management to ensure a timely and accurate flow of information.
- Collaborate with the District's communication staff, develop special multimedia presentations as required, including slide shows, displays and photographic exhibits; organize photography and video-photography at a variety of presentations and special events.
- Coordinate activities with Federal, State, County, and City legislators, and with other elected and appointed officials to protect and further the interests of the District.
- Coordinate activities with various lobbyists and consultants who represent the District on various issues or positions of concern to the District.
- Perform other related functions as needed or assigned.

KNOWLEDGE AND ABILITIES

Knowledge of:

- Communication mediums and strategies including the news media, social media and managing messaging to a broad, diverse community and district
- Comprehensive writing and editing skills with a focus on quality control
- Diverse communication materials including presentations, letters, reports, brochures, slides, etc., for diverse audiences
- Professional judgement, critical thinking, interpersonal and decision-making skills
- Oral and written communication skills
- Effective public speaking skills
- Laws, regulations, policies, practices and protocols of education and the District
- Ethnic, cultural, geographic and social economic diversity of the populations served by the district
- Organization, supervision and management practices
- Modern office practices, procedures and equipment

Ability to:

- Develop, organize, and coordinate a communication program
- Communicate effectively, both orally and in writing
- Gather and verify new information through interview, observation and research

- Analyze complex administrative problems, evaluate alternatives and make creative recommendations
- Advise on most effective techniques of information dissemination in a rapid, accurate and tactful manner; exercise judgement in release of information
- Present and prepare a variety of diverse information such as press releases, news articles, presentations, reports and other written materials in a timely and recipient appropriate manner
- Establish and maintain effective working relationships with District officials, employees, the public and news media
- Coordinate activities with other divisions and District departments
- Manage multiple priorities and deadlines
- Adapt swiftly to changing landscapes
- Operate a personal computer and applicable software including graphics and desktop publishing systems
- Effectively work in a political environment with individuals with diverse backgrounds and opinions
- Act judiciously under pressure
- Train, supervise and lead effectively
- Use of all technology efficiently and effectively

EDUCATION AND EXPERIENCE:

- Bachelor's degree in communications, public relations, education or a related field.
- A minimum of five (5) years' experience in communications, public relations or educational communications, including on-the-record experience with the news media.
- Spanish fluency desired

LICENSES AND OTHER REQUIREMENTS:

- Possess a valid California Driver's License and maintain possession of such license during the course of employment.

WORKING CONDITIONS:

Physical:

- Ability to push, pull, and transport instructional and/or presentation materials
- Ability to communicate so others will be able to clearly understand a normal conversation
- Ability to understand speech at normal levels
- Ability to bend, twist, stoop and reach
- Ability to use hands, wrists and fingers to operate a computer keyboard.
- Ability to drive a personal vehicle to conduct business

Mental:

- Ability to organize and coordinate schedules
- Ability to analyze and interpret data
- Problem solving
- Ability to communicate with the public
- Ability to read, analyze and interpret printed matter and computer screens
- Ability to create written communication so others will be able to clearly understand the written communication
- Ability to communicate so others will be able to clearly understand a normal conversation
- Ability to understand speech at normal levels

Environment:

- Indoor – frequently
- Outdoor – occasionally
- Ability to work at a desk and in meetings of various configuration

Hazards:

- Contact with dissatisfied or abusive individuals.