

RIVERSIDE UNIFIED SCHOOL DISTRICT

CLASS TITLE: COMMUNICATIONS SPECIALIST

WORK YEAR: 261 Days

REPORTS TO: Public Information Officer

BASIC FUNCTIONS:

Under the direction of the Public Information Officer, candidate will: perform technical and clerical tasks in support of the District's internal and external information flow using a variety of media (broadcast, print, web, etc); supervise video production team; plan and execute District events; assist in development of written communications for Executive-level staff; and will serve as an articulate, knowledgeable representative for the District. The Communications Specialist is expected to be a strong overall written and verbal communicator, knowledgeable about the California education system, the District and its programs, skilled in digital storytelling through video, graphics and social media, experienced in media relations, and to be able to convey information in a manner that gains understanding and support.

REPRESENTATIVE DUTIES:

- Supervise, direct, and train in the assembling, packaging, loading, storage, and transport of Perform a wide variety of complex and responsible technical and clerical duties to assist the Public Information Officer.
- Direct the development and editing of various publications, including news releases, feature articles, news stories, postings, reports, and other communications which highlight the goals, objectives, policies, programs, activities and accomplishments of the District, its students, and staff.
- Possess strong media skills, comfortable with the spokesperson role if called upon, and capable of building and maintaining relationships with important third party influencers.
- Researches and compiles information and data and prepares news releases, feature articles, reports and scripts for release to metropolitan and community newspapers, radio and television stations, and other communications media.
- Establishes and maintains effective working relationships with newspaper, radio, and television personnel and personnel from other agencies and organizations for the purpose of creating good public relations for the District.
- Maintain files on publications and news release; develop and maintain databases for community contacts using a variety of software applications.
- Direct the development and maintenance of the District's website and electronic marketing to ensure that the design and content achieves the appropriate public relations results. Monitor and maintains social media activity, internal newsletters, bulletins, web site postings, and related materials.
- Supervise media production clerks as well as publications and print shop staff; plan and supervise the preparation of manuals, handbooks, and newsletters.

- Assist in development of oral and written communication for both internal and external audiences; coordinate research, preparation and distribution of Superintendent's correspondences; prepare reports, speeches, and audiovisual presentations for use by staff or Board Members.
- Draft correspondence and write / screen information for the news media;
- Plan and coordinate District and community related special events involving the members of the Board of Education and/or Superintendent; coordinate special event details, including negotiating with venues, writing scripts, developing timelines, and producing promotional supplementary materials.
- Responsible for and participates in the creation and designing of graphic print materials, flyers, notices, newsletters and other publications using desktop publishing software, coordinating with publications staff for production, proofing, and distributing materials to community organizers in the most efficient and effective manner.
- Coordinate flow of communications for assigned manager.
- Monitors and reviews messaging, postings and tweets; removes or tracks inappropriate social media messaging, photos, and videos from District and school-based Facebook, Twitter, Pinterest, Instagram, and related or evolving social media platforms and communications.
- Covers District events and assists in taking photos and video and posting on District website and social media.
- Assist with administrative detail; coordinate special studies and prepare reports; act as a resource to district staff and community members; represent the district at meetings.
- Work with outside agencies on a variety of projects; develop and maintain professional relationships with business representatives, community members, and the media.
- Explain and/or interpret district policies, regulations, procedures, or practices to individuals or groups.
- Manage emergency notification system to students, parents and stakeholders.
- Receive visitors, including administrators, staff, parents and the public and provide information or direct to appropriate personnel; provide detailed and technical information concerning policies and procedures where judgment, knowledge and interpretation of procedures and regulations are required.
- May assist District departments in developing branding campaign and community- outreach strategies using social media.
- Other duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

- Proven leadership skills, team player.
- Highly proficient understanding of English grammar, spelling, punctuation and vocabulary.
- Ability to effectively use Internet and other various methods for information gathering and collecting and organizing data and information.
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, etc).
- Current web and social media tools, trends, and techniques (i.e., Facebook, Twitter, Pinterest, YouTube, etc) development and layout.

- Basic understanding of web design and usability concepts.
- Strong interpersonal and communication skills.
- Organization, operation, and practices of newspaper, radio, television, and other media.
- Principles of design and layout of publications.
- Media relations and journalistic ethics and practices.
- Fundamentals of writing, editing, composition, layout, and production for employee publications, news magazines, and educational publications.
- Local and national educational issues and trends.
- Mac and Windows operating systems.
- Recognize situations with high news value.
- Communicate effectively, both orally and in writing, in a manner appropriate for the purpose and parties addressed.
- Use tact, discretion, and courtesy in contacts with individuals from a variety of cultural and ethnic backgrounds.
- Analyze situations accurately and adopt an effective course of action.
- Compose independently or from oral instructions letters, memos, bulletins or other material for a specific public entity.
- Train and provide work direction to others.
- Attend meetings, conferences and workshops.
- Complete work with many interruptions. Work confidentially with discretion.

EDUCATION AND EXPERIENCE:

- Graduation from a recognized four-year college or university preferred, preferably with a degree in communications, public relations, marketing, journalism, or a related field.
- At least two years of paid professional-level experience in a communications, public relations, or related program, which must have included experience with various media sources such as web-based, broadcast, and print media.
- Experience in a school district environment is desirable.

LICENSES AND OTHER REQUIREMENTS:

A valid Class “C” California driver's license.

Travel to locations throughout the District is required.

WORKING CONDITION ENVIRONMENT:

Office environment.