

RIVERSIDE UNIFIED SCHOOL DISTRICT

TITLE: COMMUNITY RELATIONS MANAGER
WORK YEAR: 261 Days

PRIMARY FUNCTION:

The position of Community Relations Manager, under general direction of the Chief Business Officer and Governmental Relations and or designee, will engage, collaborate and communicate with families from diverse ethnic groups, community organizations, the local business community, political leaders, local clergy, media (local and national) and the greater Riverside community – to support the educational development and academic achievement of Riverside Unified School District's (RUSD) students.

The Community Relations Manager will work closely with RUSD schools, offices, departments and the Board of Education to enhance and grow our public relations, establish and maintain partnerships, plan events, and produce/issue related copy and materials. Employee will also work with RUSD team to enhance, develop and assist in coordinating select fundraising events that promote RUSD's district goals, engage our community, publicize our services, and raise funds to support our programs.

RESPONSIBILITIES:

Establish and maintain positive relationships and partnerships with diverse community entities, individuals, and groups to provide high quality learning experiences for the District's students and families; promote effective communication with families, staff, sites and the community; build trust by creating a culture of respect and identify resources to expand practices proven to raise student achievement.

Establish and maintain access to families and community groups; distribute information and inform appropriate staff concerning their activities, opinions, and concerns; communicate information concerning opportunities for student to families, sites and the community to provide student access to high quality learning options and various activities.

Supervises and coordinates the preparation of the District's electronic newsletter, annual report, school profiles, periodic District magazine or publications, recruitment brochures, information brochures for parents of students new to the District, and the like.

Represents the organization at community meetings.

Assists RUSD schools, offices, departments and the Board of Education to enhance and grow our public relations and develop community relations plans and promote new and ongoing initiatives in RUSD's trustee areas.

Manages video, graphic design, photography, or news projects that promote RUSD's communications, marketing and community relations objectives.

Works closely with RUSD's Family Resource Center in planning and implementing of multicultural events and the coordination of community activities; may conduct educational workshops for families including but not limited to literacy development, parenting skills, cultural awareness, and academic skill development; provide orientation and materials for new families; assist families with concerns.

Establishes and maintains collaborative relationships with community businesses, agencies and institutions of higher learning to recruit volunteers, mentors and tutors to assist in the education of each student at a high level; acquire resources to benefit assigned sites/departments to expand practices proven to raise student achievements.

Communicates and translate in languages other than English, if assigned.

Attends training and workshops related to current position as needed to provide reasonable, timely delivery of professional services to students, families, sites and the district.

Serves as one of several District-level coordinators of the District Web site.

Maintains a District talent bank of staff members willing to serve community organizations as speakers or volunteer resource specialists.

Maintains a District donor bank of community members willing to assist in procurement of physical and monetary gifts and donations.

Maintains and regularly updates a file of community organizations and their officers, resident mailing lists, and community group mailing lists with clearly expressed interest in educational affairs.

Speaks at public meetings on issues of general or specific pertinence to District schools and programs.

Advises the Public Information Officer on the probable public relations consequences relating to shifts in existing programs and policies.

Creates links within the District so the highest degree of impact can be achieved through the most effective use of resources, including exercising the role of facilitator around District initiatives, convening relevant parties and building relationships.

Develops and maintains a high level of awareness of the needs of the District through regular assessment and evaluation of relative needs.

Serves as leading member of the District's crisis communications team.

Serve as public relations counsel to the Board of Education.

Provide support for Board of Education meetings.

Promote the development of collaborative initiatives between the schools and local business/industry.

Collaboratively develop, implement and refine plans to improve climate and customer service at District offices and school sites.

Other duties as assigned.

ESSENTIAL JOB REQUIREMENTS - QUALIFICATIONS:

Physical:

Ability to push, pull, and transport instructional and/or presentation materials.

Ability to bend, twist, stoop and reach

Ability to drive a personal vehicle to conduct business.

Ability to operate a variety of office equipment and machines including personal computers and spreadsheet applications

Mental:

Ability to demonstrate leadership

Ability to speak, write and communicate effectively with various audiences in English

Ability to organize and coordinate schedules

Ability to analyze and interpret data

Ability to communicate with the public

Environment:

Indoor – frequently

Outdoor – occasionally

Ability to work at a desk and in meetings of various configurations.

EDUCATION AND EXPERIENCE:

Bachelor's Degree in education, public relations, communications, journalism, marketing or a related field.

Experience with school district community relations and non-profit foundation work, desired.

Experience in planning and producing publications.

Bilingual desired.