

RIVERSIDE UNIFIED SCHOOL DISTRICT

CLASS TITLE: Communications & Public Relations Supervisor (Range S21)

BASIC FUNCTION:

Under the direction of the Superintendent, plan, organize, control and direct the District's public relations and public information efforts; prepare and assist with a wide variety of multimedia and communication activities designed to educate the public and promote support for Riverside Unified School District; inform and educate employees, parents, students, media, businesses and the general public regarding District programs, policies, expectations and successes; supervise and evaluate the performance of assigned staff.

REPRESENTATIVE DUTIES:

Assist in planning, organizing and directing a variety of programs which will include the United Way Program, projects and activities related to the District's public relations and public information efforts. *E*

Establish and maintain contacts with other public agencies, local, state, and national public officials, business and service organizations, community groups, and others having an interest in District programs and activities. *E*

When directed, serve as spokesperson for the District; respond to media inquiries in print and broadcast; prepare press releases and maintain positive working relationships with reporters and editors. *E*

Research information, write, edit, and proofread copy for release to print, audio, or visual news media, or for use in such print media as newsletters, brochures, pamphlets, or reports. *E*

Design, edit, paste up, set copy for, and proofread various print media. *E*

Design flyers, notices, newsletters and other publication using desktop publishing software. *E*

Assist in maintaining the District web page. *E*

Communicate with the staff; attend school site meetings at direction of the Superintendent; compile weekly calendar of events; develop reports; design certificates and write resolutions for adoption by the Board. *E*

Explain and/or interpret district policies, regulations, procedures, or practices to individuals or groups. *E*

Prepare speeches for the Superintendent; tailor presentations for employee groups, students, parents, business and service clubs; schedule the Superintendent to present speeches to groups on a regular basis. *E*

Prepare reports, speeches, and audiovisual presentations for use by staff or Board Members. *E*

Attend school functions to interview staff, students and parents regarding events and issues. *E*

Research and compile a variety of information; compute statistical information for various Federal, State and District reports; process and evaluate a variety of forms related to assigned area. *E*

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. *E*

Schedule and attend a variety of projects, workshops and meetings; prepare and send out notices of meetings; maintain appointment calendar; collect and compile information and take minutes for meetings which will include but not be limited to the Communications Subcommittee and Policies/Procedures & Rules and Regulations meetings; prepare Board agenda items and related materials. *E*

Maintain a variety of complex personnel records, lists, files and records including confidential materials; administer payroll for department including completion and submission of time sheets as directed; assure confidentiality of information and records. *E*

Operate a computer terminal, microcomputer and peripheral equipment to record information and generate lists, report and other materials; utilize word processing and other software as required. *E*

Approve materials for distribution to staff and students by a variety of community agencies. *E*

Work with and support Riverside Unified School District's educational foundation.

Perform related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Applicable laws, sections of the State Education Code, policies, regulations, and procedures and other applicable laws related to confidentiality, freedom of expression and distribution of materials.

District organization, operation, policies and objectives.

Principals and techniques of effective journalism style of writing.

Research methods, report and speech writing techniques.
Operation of a computer terminal and modern office procedures and practices.
Word processing programs and desktop publishing.
Principles of design and layout of publications.
Media relations and journalistic ethics and practices.
Correct oral and written usage of English, grammar, spelling, punctuation and vocabulary.
Interpersonal skills using tact, patience and courtesy.
Newspaper, radio, television, and other news media sources and facilities.
Effective use of graphics and photography.

ABILITY TO:

Plan, organize, control and direct the District's public relations and public information efforts.
Prepare clear and concise speeches, handbooks, guides and brochures.
Communicate effectively both orally and in writing.
Read, interpret, apply and explain rules, regulations, policies and procedures.
Establish and maintain cooperative working relationships with others.
Analyze situations accurately and adopt an effective course of action.
Meet schedules and time lines.
Plan and organize work.
Work independently with little direction.
Prepare comprehensive narrative and statistical reports.
Prepare and maintenance of a variety of reports and files related to assigned activities.
Maintain a variety of filing systems.
Maintain records and prepare reports.
Train and provide work direction to others.
Plan, schedule and attend meetings, conferences and workshops.
Complete work with many interruptions.
Work confidentially with discretion.

EDUCATION AND EXPERIENCE:

Any combination equivalent to an associate's degree or combination equivalent to the completion of two years of college with communications related course work such as journalism, communications, public relations, English, photography, or graphic design is desired; and at least one (1) year of work that included regular reporting or writing material for some form of media or publication is required. A minimum of one (1) year experience working in the area of communications. Experience working for a school district or a similar nonprofit organization, and work in a public information office is desirable. Any other combination of training and/or experience that demonstrates the applicant is likely to possess the required skills, knowledge, and abilities may be considered.

LICENSES AND OTHER REQUIREMENTS:

Valid California driver's license.

WORKING CONDITIONS:

ENVIRONMENT:

Office environment.

Driving a vehicle to conduct work.

PHYSICAL ABILITIES:

Hearing and speaking to exchange information and make presentations.

Seeing to read a variety of materials.

Dexterity of hands and fingers to operate a computer keyboard.

Reaching overhead and bending to retrieve and maintain files.

Sitting for extended periods of time.

HAZARDS:

Contact with dissatisfied or abusive individuals.