

TITLE: COMMUNICATIONS SUPERVISOR

QUALIFICATIONS:

1. Knowledge of principles and practices of effective public relations and mass-media communications
2. College coursework in communications, information systems, business administration or other related area; bachelor's degree in related area desirable
3. Ability to communicate effectively with media representatives, staff, students, parents and community; ability to develop and maintain effective working relationships with variety of groups
4. Ability to fluently speak, read and write English and Spanish; training and/or experience in oral and written translation
5. Knowledge, skills and abilities required to develop and produce variety of television, radio, print and electronic media communications; knowledge of worldwide web, trends and potential uses related to public education
6. Knowledge of principles and practices of effective supervision
7. Knowledge of and experience in use of variety of office machines, word processing and desktop publishing software to produce brochures, news releases, reports and other miscellaneous documents

REPORTS TO: Administrator as assigned

SUPERVISES: Staff as assigned

JOB GOAL: To assist in providing staff, students, community, and media with information and services to enable understanding of District programs, activities and actions

PERFORMANCE RESPONSIBILITIES:

1. Assists department head in development and dissemination of information to District constituencies through variety of communications strategies
2. Prepares and provides public information through print and electronic news releases, conferences, public service announcements, media advisories and other methods as assigned
3. Coordinates department translation services; trains and supervises translators and other department staff as assigned
4. Serves as resource to staff in design and production of newsletters, brochures and other documents
5. Develops and maintains effective working relationships with news media and community agencies; serves as District spokesperson as assigned
6. Attends, records and assists in translation at Board of Education meetings as required
7. Manages special projects as requested by Superintendent
8. Performs other related duties as assigned

TERMS OF EMPLOYMENT: Salary and work year according to current schedule; supervisory salary schedule, class 14

EVALUATION: Performance of this job will be evaluated in accordance with the district's "Improvement of Professional Services" handbook, Board Policies and Procedures and consistent with collective bargaining agreements when applicable.