

**TITLE: PUBLIC INFORMATION AND COMMUNICATIONS MANAGER**

- QUALIFICATIONS:**
1. Bachelor's degree in communications, public relations, business administration or other related area; equivalent combination of education, training and experience may be considered
  2. Experience with news media organizations and communications strategies for large organizations
  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 independently receive, analyze, interpret and disseminate district related information
  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 software and equipment to produce brochures, news releases, reports and other miscellaneous documents
  8. Ability to fluently speak, read and write Spanish desirable
  9. Willingness and ability to work flexible schedule including nights and weekends as necessary

**REPORTS TO:** Superintendent

**SUPERVISES:** Staff as assigned

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

**PERFORMANCE RESPONSIBILITIES:**

1. Plans and directs development and dissemination of information to District constituencies through variety of communication strategies including but not limited to newsletters, videos, publications, polls, meetings, tours, websites, advertising and community events; leverages community partnerships to promote and grow District programs
2. Writes, produces, directs and edits television and radio programs and public service announcements; writes and otherwise prepares presentations, reports, articles and speeches and assists District administrators in same
3. Develops and maintains effective working relationships with news media and community agencies; prepares and provides information through news conferences, press releases and on-camera interviews; serves as District spokesperson as assigned
4. Serves as project manager for District internet communications including District homepage; keeps current with leading technology in field of communications and serves as resource for District administrators
5. Serves as lead contact for crisis management for District events; directs gathering, organization and presentation of information during crises; provides staff training in crisis communications
6. Plans, organizes and manages operations of District communications department including communications office, video production and translation services
7. Plans and manages variety of district events including but not limited to student recognition and parent engagement activities
8. Performs other related duties as assigned

**TERMS OF EMPLOYMENT:** Salary and work year according to current schedule; management salary schedule, code 29

**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.