

Escondido Union High School District Job Description

Job Title: Community Relations Officer
Employee Unit: Non-Represented Classified
FLSA Status: Nonexempt
Salary Level: Range 36
Work Year: 206 Days
Approved By: Board of Education
Approved Date: 2/15/2011
Revised Date: 01/15/2019

NATURE OF WORK:

Under general direction of the Superintendent, coordinate the district's media relations efforts and serve as the District's primary spokesperson with news media. Facilitate cooperative relationships with other city, county, and private organizations to project a positive image of EUHSD. Oversee the content and effectiveness of the District's print and electronic communication vehicles including publications, web sites, telephone/email alert systems, and social networking media.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

Gathers information, informs District leaders, and offers recommendations for positioning the District on emerging issues.

Provides advice and assistance to the Superintendent and other District leaders on handling and communicating about sensitive and/or confidential matters.

Implements the District's strategic plan for community relations, public awareness, internal communication, and parent and community engagement.

Executes the work of district communications to ensure quality control, effectiveness, and accuracy in the preparation and dissemination of all print publications and electronic communication vehicles.

Serves as District spokesperson, maintaining communication and positive relationships with the news media, community stakeholder groups, and other internal and external District audiences.

Attends meetings of the Board of Education as well as District and community functions as District representative.

Coordinates media communication in emergencies, critical incidents, and high-profile situations in consultation with the Superintendent or designee; supports administrators in developing and releasing emergency or urgent communications.

Oversees and maintains the maintenance, accuracy, and relevancy of District website content. Performs research, compiles data, and writes reports, articles, and grants for the Superintendent

and other District leaders.

Identifies grant opportunities for consideration and writes grant proposals as directed.

Plans and coordinates events and programs to provide recognition for the District, parents, volunteers and employees.

Maintains liaison with the District's business partners and education foundation.

Creates and produces newsletters, brochures, articles, publications, promotional materials and other publications.

Confers with District personnel and members of the educational community regarding newsworthy items and other matters relating to the publicizing of school district activities, achievements and events.

Gathers and researches information, as needed for communications to school and community constituents.

Prepare and coordinate responses on behalf of the District for public records requests and similar requests for information on behalf of the District.

Maintains related reports, files and records.

Assists in writing proposals and applications for conference presentations, school recognition, and similar programs.

Assists with fund raising efforts in support of district programs.

QUALIFICATIONS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

KNOWLEDGE OF:

Methods, techniques and procedures pertaining to the preparation of promotional brochures. Correct English usage, grammar, punctuation, vocabulary, spelling and editing, and proofreading techniques. Standard office practices, procedures and equipment; fundamentals of writing, composition, layout. Advanced journalism techniques, modern news media structure, and processes for effective media relations. Marketing, reputation management, and public awareness building practices. Web page development, use, and maintenance. Ability to modify systems, procedures, and programs within area of responsibility. Advanced verbal and written communication skills, and techniques in conceptualization and creativity. School District organization, rules and regulations; applicable laws and statutes. Working effectively with people from different cultures who value the interests of our diverse community. Interpersonal skills using tact, patience, courtesy, confidentiality, and the ability to adapt to divergent situations.

ABILITY TO:

Systematically and skillfully organize, design, layout and edit public information and promotional materials. Understand and follow oral and written directions. Operate office machines including a computer and applicable software. Meet deadlines and work under time constraints. Operate a camera and take quality photographs and videos. Work independently with a high degree of self-motivation. Effectively articulate complex and sensitive information verbally and in writing. Exercise frequent use of discretionary judgment in varied situations. Read, understand, apply and explain technical policies and materials. Work efficiently as a team member; establish/maintain cooperative, effective working relationships with others. Plan and organize projects and workload, complete tasks and assignments with many interruptions. Write clear, concise reports, articles, and speeches in easily understood language.

EDUCATION and/or EXPERIENCE

Any combination equivalent to: Bachelor's Degree with a major in English, Journalism, or a closely related field and three years of experience writing and reporting for newspapers, magazine or related public information. Experience in a public education system or similar public sector environment is preferable. Master's Degree is desirable.

LICENSES AND OTHER REQUIREMENTS

Valid California Driver's License and current automobile insurance.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit; to hear and speak, to exchange information and make presentations, see to read a variety of materials, have dexterity of hands and fingers to operate a computer, ability to sit for extended periods of time. The employee is required to stand; walk; reach with hands and arms; climb or balance; and stoop, kneel, crouch, or crawl. The employee must regularly lift and/or move up to 10 pounds, frequently lift and/or move up to 25 pounds, and occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee works in an office environment with occasional work outdoors at the schools or in the community. Must travel frequently to schools and community locations for meetings, presentations, and events. Frequent contact with individuals seeking information and clarification. Possible exposure to hazards when an emergency situation occurs. The noise level in the work environment is usually quiet with occasional exposure to moderate and loud noise.

COMMENTS

As a representative of the Escondido Union High School District, the employee assigned to this position must demonstrate a commitment to enhancing the programs, support, and services to students and staff of the district to provide more and better opportunities for students. Must present a professional appearance, provide customer service in a friendly, helpful and courteous manner and exhibit a willingness to actively seek out available resources to meet the needs of District stakeholders. Must understand and subscribe to the educational philosophies and priorities of the district and direct the program areas in a manner that is compatible to the District's philosophies and priorities.

The Escondido Union High School District is committed to excellence in education and employees working under this job description are expected to share that commitment and to continue to grow through participation in staff development and professional growth. To serve as role models for students, to present a professional appearance, to demonstrate a caring attitude toward students, other staff and parents, to believe in and demonstrate a team effort, and to exhibit integrity and competence in serving as an employee in the Escondido Union High School District.