

SAN DIEGO UNIFIED SCHOOL DISTRICT

POSITION DESCRIPTION

TITLE:	Communications Specialist	REPORTS TO:	Director, Communications
DEPARTMENT:	Communications	CLASSIFICATION:	Classified
FLSA:	Non-Exempt	SALARY GRADE:	020 AASD Supervisors'
ISSUED:	April 24, 2007		

BASIC FUNCTION:

Draft, edit, proofread, and assist in the preparation and dissemination of a variety of publicity and informational materials; plan and coordinate special projects and community related special events; relieve the work load of a manager by performing responsible administrative and staff duties.

REPRESENTATIVE DUTIES: (Incumbents may perform any combination of the essential functions shown below. This position description is not intended to be an exhaustive list of all duties, knowledge, or abilities associated with this classification, but is intended to accurately reflect the principal job elements.)

E = Essential Functions

Coordinate the research for and preparation and distribution of the Superintendent's correspondence. **E**

Develop oral and written communication for both internal and external audiences; draft correspondence and write or screen information for the news media; plan and supervise the preparation of manuals, handbooks, and newsletters. **E**

Organize and edit rough draft copy according to accepted rules of style and syntax; verify facts, dates, and statistics in copy, using standard reference sources; may rewrite text for greater consistency, clarity, and adherence to space limitations of publication. **E**

Plan and coordinate community related special events involving the members of the Board of Education and/or the Superintendent; coordinate special event details, including negotiating with venues, writing scripts, developing timelines, and producing promotional and supplementary materials. **E**

Assist with administrative detail; coordinate special studies and prepare reports; act as a resource to district staff and community members; represent the district and/or department at meetings. **E**

Maintain files on publications and news releases; develop and maintain databases for community contacts using a variety of software applications. **E**

Work with outside agencies on a variety of projects; develop and maintain professional relationships with business representatives, community members, and the media. **E**

Perform related duties as assigned.

MINIMUM QUALIFICATIONS:

EDUCATION AND EXPERIENCE:

Any combination of training, experience, and/or education equivalent to graduation from a four year college or university with an emphasis in communication, languages, journalism, or related field and related event planning and journalistic experience.

LICENSES AND OTHER REQUIREMENTS:

Possession of a valid California driver's license and availability of private transportation (mileage expense allowance provided).

Some positions in this job class may require fluency in a foreign language.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Communication and community relations practices and strategies.

Modern office procedures and methods.

Correct English usage, grammar, spelling, punctuation, and vocabulary.

Writing techniques and standard editing procedures.

Public relations practices.

Regulations and procedures related to assigned areas of responsibility.

Oral and written communication skills.

Interpersonal skills using tact, patience and courtesy.

ABILITY TO:

Work collaboratively with representatives of diverse community groups and district staff.

Prepare reports and correspondence and rewrite drafts for clarity and consistency.

Assume responsibility and make sound editorial judgments.

Communicate effectively orally and in writing.

Establish and maintain effective working relationships with others.

Set priorities and meet schedules and timelines.

Work independently with little direction.

Collaborate in team efforts and projects.

Operate standard office equipment including microcomputers and related software applications.

Maintain records and prepare reports.

WORKING CONDITIONS:

ENVIRONMENT:

Indoor office environment.

PHYSICAL REQUIREMENTS:

Hearing and speaking to exchange information in person and on the telephone; seeing to read, prepare, and proofread documents; sitting or standing for extended periods of time; dexterity of hands and fingers to operate a computer keyboard and other office equipment; kneeling, bending at the waist, and reaching overhead, above the shoulders and horizontally, to retrieve and store files and supplies; lifting light objects.

Revised 3.24.04—PeopleSoft

Job Code 6780

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