

# SAN DIEGO UNIFIED SCHOOL DISTRICT

## POSITION DESCRIPTION

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<b>TITLE:</b>	Director Communications	<b>REPORTS TO:</b>	Chief District Relations Officer
<b>DEPARTMENT:</b>	Communications	<b>CLASSIFICATION:</b>	Classified Management
<b>FLSA:</b>	Exempt	<b>SALARY:</b>	036
<b>REVISED:</b>	May 20, 2008		

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### BASIC FUNCTION:

Plan, organize, control, and direct proactive public relations and communications programs extending to the District's internal employees and the District's external constituencies.

### REPRESENTATIVE DUTIES:

Develop and manage the District's strategic plan for communications and provide annual review and update. *E*

Develop and maintain a proactive communications program with the public, District staff, and media. Establish and maintain positive working relationships with members of print, radio and television media. *E*

Coordinate public information relative to new or developing programs; write or review articles and statements; and advise District administrators on public-relations aspects of such programs. *E*

Serve as spokesperson for the Board of Education, Superintendent and the District in contacts with the media and a wide variety of public and private organizations. *E*

Consult with and advise the Superintendent and others on the most effective means of informing the public and the staff on matters of particular interest and sensitivity. *E*

Coordinate and conduct media and editorial board briefings and press conferences. *E*

Perform research, compile data and write reports and speeches for the Superintendent and others. *E*

Develop and implement strategies for the school, division and District level communications programs for parents, public, and staff. *E*

Plan, organize, and implement short-term and long-term District programs and activities designed to build public understanding, satisfaction and support. *E*

Provide training for the Board, site administrators and other staff members regarding relations with news media. *E*

Initiate and maintain communications with the non-English language media and the populations they represent. *E*

Provide for contacts and immediate responsiveness to emergencies at all times including receiving and assessing information, cooperating with news media and others, and informing appropriate District personnel. *E*

Coordinate and distribute information to District administrators, employees, the public and media regarding the District's programs, policies, events, activities, achievements, efforts and related District information (includes District master calendar, parent notification handbook, etc.). *E*

Establish means of communication with District employees. *E*

Coordinate marketing communications activities (special promotions, events for the public, marketing and public relations for the district). *E*

Maintain the District's communications through the web page. *E*

Develop and prepare the annual budget for assigned departments; analyze and review budgetary and financial data; control and authorize expenditures in accordance with established limitations. *E*

Perform related duties as assigned.

**EDUCATION AND EXPERIENCE:**

Any combination equivalent to a degree with courses in journalism, communications, broadcasting, media, human relations, and/or marketing and public relations and five years of recent administrative experience or consulting experience in a comprehensive media and communications program. At least three years of the experience in communications-media relationships involving programs or services of a major school district, municipality or public agency is desirable.

**LICENSES AND OTHER REQUIREMENTS:**

Valid California driver's license.

**KNOWLEDGE AND ABILITIES:**

**KNOWLEDGE OF:**

- Communications media and their most effective uses, including print, radio, television and Internet media.
- Appropriate media contacts regarding given issues and circumstances.
- Principals of psychology applicable to communications.
- Budget preparation and control.
- Regulations and procedures related to assigned areas of responsibility.
- Oral and written communication skills.
- Computers and assigned software.
- Principles and practices of administration, supervision and training.
- Applicable laws, codes, regulations, policies and procedures.
- Interpersonal skills using tact, patience and courtesy.
- Marketing practices.
- Web page development, use and maintenance.

**ABILITY TO:**

- Present information regarding District programs in a proactive, complete and media-sensitive manner.
- Develop and maintain effective relationships with personnel of the news media, community leaders, administrators and others.
- Develop effective media communications strategies for all communities including the diverse cultural and other language speaking communities of the District.
- Train and evaluate the performance of assigned staff.
- Interpret, apply and explain laws, regulations, policies and procedures of applicable laws, rules and regulations.
- Communicate effectively both orally and in writing with the news media and the various publics served by the District.
- Maintain confidentiality of sensitive and privileged information.
- Establish and maintain cooperative and effective working relationships with others.
- Operate a computer and assigned office equipment.
- Meet schedules and time lines.
- Plan and organize work.
- Write clear, concise reports and articles and speeches in easily understood language.
- Direct the maintenance of a variety of reports and files related to assigned activities.
- Train principals and administrators in communications strategies.

**WORKING CONDITIONS:**

**ENVIRONMENT:**

Office environment.

**PHYSICAL ABILITIES:**

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.

Job Code 1240

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