

# SAN DIEGO UNIFIED SCHOOL DISTRICT

## POSITION DESCRIPTION

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<b>TITLE:</b>	Director – Public Involvement	<b>REPORTS TO:</b>	Executive Director - Communications and Community Relations
<b>DEPARTMENT:</b>	Communications and Community Relations	<b>CLASSIFICATION:</b>	Classified Management
<b>FLSA:</b>	Exempt	<b>SALARY GRADE:</b>	034
<b>ISSUED:</b>	December 11, 2001		

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### BASIC FUNCTION:

Plan, develop, implement and direct highly visible and proactive community involvement programs and activities in order to ensure community awareness of District proposals and programs and to provide the community with an opportunity for input; supervise and evaluate the performance of assigned personnel.

### REPRESENTATIVE DUTIES:

Plan, develop, implement and direct the District's strategic plan for community involvement and public engagement and provide annual review and update. *E*

Develop and continuously enhance an integrated and institutionalized community involvement and public engagement framework between the various District divisions and departments. *E*

Facilitate and coordinate District community involvement operations in providing support of the District's mission; support the Superintendent's goals to involve staff in assuring community involvement. *E*

Develop and conduct strategies for schools, divisions and District-wide community involvement programs.

Provide assistance in organizing and implementing site-based community involvement activities.

Represent the Superintendent at meetings as necessary, host important visitors and consult with and assist media personnel regarding special projects or programs.

Develop and maintain professional relationships with representatives of major stakeholder groups.

Serve on committees, task forces and ad hoc groups as necessary to coordinate functions for assigned areas of responsibility.

Serve as spokesperson, as needed, for the Superintendent and the Executive Director in contacts with the media and a wide variety of public and private organizations.

Work with advisory committees and other community groups involved with the District.

In consultation with the Executive Director, develop and prepare the annual budget for the Public Involvement Department, analyze and review budgetary and financial data; control and authorize expenditures in accordance with established limitations.

Direct the preparation and maintenance of a variety of narrative and statistical reports, records and files related to assigned activities and personnel. *E*

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

Operate a computer and assigned software programs; operate other office and media production equipment as assigned. *E*

Communicate with other administrators, personnel and outside organizations to coordinate activities and programs, resolve issues and conflicts and exchange information; develop policies and procedures to encourage effective and efficient management controls. *E*

Provide technical expertise, information and assistance to the Executive Director regarding assigned functions; assist in the formulation and development of policies, procedures and programs; advise the Executive Director of unusual trends or problems and recommend appropriate corrective action. *E*

Train and evaluate the performance of assigned staff; provide for continuing departmental staff training programs in internal auditing programs, analyses and related functions; develop work schedules; interview and select employees and recommend transfers, reassignment, termination and disciplinary actions; authorize overtime and the use of temporary help as needed, according to established guidelines. *E*

Perform related duties as assigned.

**EDUCATION AND EXPERIENCE:**

Any combination equivalent to: master's degree in communications, television production or a related field and seven years of increasingly responsible communications experience. Sensitivity to working with diverse communities, television media, senior management personnel, public organizations and private businesses is necessary; written and verbal presentation skills are necessary.

**LICENSES AND OTHER REQUIREMENTS:**

Valid California driver's license.

**KNOWLEDGE AND ABILITIES:**

**KNOWLEDGE OF:**

Principles and procedures associated with professional communications services  
Methods of appropriate communication and media selection to communicate with diverse socio-economic population.  
Modern management methods and techniques.  
District department-school site relations.  
Principles and practices of supervision and evaluation of assigned staff.

**ABILITY TO:**

Communicate with others and build positive, trusting and effective interpersonal relationships.  
Make difficult recommendations and decisions and be responsible for those decisions.  
Perceive organizational implications of recommendations made by senior management staff.  
Communicate effectively both orally and in writing.

**WORKING CONDITIONS:**

**ENVIRONMENT:**

Office environment.

**PHYSICAL ABILITIES:**

Dexterity of hands and fingers to operate a computer keyboard; sitting or standing for extended periods of time; hearing and speaking to exchange information and make presentations; seeing to read and write reports.