

SAN DIEGO UNIFIED SCHOOL DISTRICT

POSITION DESCRIPTION

TITLE	Facilities Communications Supervisor	REPORTS TO:	Chief Operating Officer, Facilities Management
DEPARTMENT:	Facilities Management	CLASSIFICATION:	Classified
FLSA:	Exempt	SALARY GRADE:	044 AASD Supervisors'
REVISED:	July 1, 2003		

BASIC FUNCTION:

Develop and implement communications program to support district's facilities bond programs and Facilities Management Division; prepare and disseminate public information material to staff and public to communicate status and initiatives; create or enhance communications processes among community, external organizations, vendors, and district staff; supervises the work of assigned staff.

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

Determine communications needs, develop communications plans, and implement communications activities to meet objectives for facilities bond programs and Facilities Management Division. **E**

Identify information to be communicated to internal and external audiences; supervise development and distribution of information. **E**

Perform research, compile data, and write and edit fact sheets, annual reports, signage, newsletters, correspondence, briefing notes, talking points, and speeches for facilities bond programs and Facilities Management Division. **E**

Serve as media spokesperson for facilities bond programs and Facilities Management Division; communicate daily with local, regional, national, and industry/trade media; write news releases and media materials. **E**

Lead the planning of community and media events, including groundbreaking and dedication ceremonies; coordinate events with schools, general contractors, architects, and other vendors; accompany superintendent and facilities management leadership team to events. **E**

Assist schools with facilities communications needs; supervise preparation of communications materials for principals, parents, and neighbors; work with Facilities Management principal liaison to ensure effective communications among site staff and general contractor, architect, and district staff. **E**

Identify speaking opportunities with local trade and business associations for Facilities Management leadership team; supervise preparation of formal presentations and reports. **E**

Research and identify award opportunities for design, program management, business outreach, and leadership; write and submit award applications. **E**

Create and maintain website for facilities bond program and Facilities Management Division. **E**

Identify public involvement opportunities and develop processes to ensure community input; lead or attend community meetings for site selections, resident relocation, design task forces and construction partnerings. **E**

Work directly with Facilities Management leadership team and chief operating officer to provide technical expertise and information; advise of unusual trends, problems, or crises and recommend corrective action. **E**

Provide leadership in developing processes to ensure coordination among Facilities Management, Parent and Community Involvement, Communications, Community Relations, Instructional Facilities Planning and other district departments. **E**

Coordinate with external organizations at city, state and federal level as well as general contractors, architects, and other vendors to identify joint communications opportunities, resolve issues and conflicts and exchange information. **E**

Serve as member of District Communications Group (DCG); represent Communications at Independent Citizens' Oversight Committee and School Names Committee meetings. **E**

Plan, organize, and deliver training related to effective communications and media relations. **E**

Train, lead, and direct the work of facilities communications liaison and other assigned staff. **E**

Assist in the formation and development of policies, procedures, and programs. **E**

Perform related duties as assigned.

MINIMUM QUALIFICATIONS:

EDUCATION AND EXPERIENCE:

Any combination of training, experience, and/or education equivalent to graduation from a recognized college with a major in communications, business administration, or public administration, including or supplemented by courses in communications, marketing, human relations, public relations, or journalism and two years of recent, progressively responsible, directly related experience in communications, community relations, or media relations.

LICENSES AND OTHER REQUIREMENTS:

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

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

- Principles and procedures associated with professional communications.
- Design, engineering, construction, environmental, and facilities management specialties.
- Structure and implementation of school bond programs.
- Methods of communication and media selection appropriate to a community with a diverse socioeconomic population.
- Interpersonal skills using tact, patience, and courtesy.
- Correct English usage, grammar, spelling, punctuation, and vocabulary.

ABILITY TO:

- Acquire information about design, engineering, construction, environmental, facilities management specialties, and school bond programs and analyze, select, and present the information in an acceptable form.
- Write clearly and concisely and edit materials quickly and effectively.
- Set priorities and coordinate multiple activities.
- Perform tasks under pressure of deadlines and volume.
- Communicate effectively orally and in writing.
- Establish and maintain effective working relationships with others.
- Operate standard office equipment including microcomputers and related software applications.
- Plan and organize work.
- Meet schedules and time lines.
- Read, interpret, apply, and explain rules, regulations, policies, and procedures.
- Lead and direct the work of others.

WORKING CONDITIONS:

ENVIRONMENT:

Office setting.

PHYSICAL REQUIREMENTS:

Hearing and speaking to exchange information; seeing to read, prepare, and proofread documents; sitting 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.