

SAN DIEGO UNIFIED SCHOOL DISTRICT

POSITION DESCRIPTION

TITLE:	Information Services Specialist	REPORTS TO:	Director, Communications
DEPARTMENT:	Communications	CLASSIFICATION:	Classified
FLSA:	Exempt	SALARY GRADE:	040 AASD Supervisors'
REVISED:	August 22, 2011		

BASIC FUNCTION:

Plan, organize, and support communications activities; prepare and disseminate public information material to staff and the public; manage and respond to requests from the media; develop and proactively place stories with the media; lead and direct 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

Work with schools and departments to determine communications needs, provide support for communications efforts, and ensure that communications activities are effective and meet objectives. **E**

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

Perform research, compile data, and write reports, correspondence, briefing notes, talking points, and speeches; edit material for distribution to a wide variety of audiences. **E**

Respond to media requests for information; prepare or supervise the preparation of news releases. **E**

Assist in planning and coordinating major media events; accompany the superintendent and staff to media events. **E**

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

Represent the Communications and Community Relations Division at meetings and events; serve as a member of the District's Communications Group (DCG). **E**

Assist in the development and maintenance of information provided on the district's web site. **E**

Provide technical expertise, information, and assistance to the Director, Communications regarding assigned functions; advise the Director of unusual trends or problems and recommend corrective action. **E**

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

Communicate with staff and other organizations to coordinate activities, resolve issues and conflicts, and exchange information. **E**

Train, lead, and direct the work of assigned staff. **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, media relations, public relations, or journalism, which may include coursework in marketing, business administration, or public administration, and two years of recent, progressively responsible, directly related experience in communications, media relations, public relations, or community relations.

LICENSES AND OTHER REQUIREMENTS:

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

Oral and written skills in Spanish or other foreign language may be required for designated positions.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Principles and procedures associated with professional communications.

Methods of communication and media selection appropriate to a community with a diverse socio-economic population.

Interpersonal skills using tact, patience, and courtesy.

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

ABILITY TO:

Acquire information about different subjects 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.

Job Code 6775

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