

CAPISTRANO UNIFIED SCHOOL DISTRICT
San Juan Capistrano, California

COMMUNICATIONS SPECIALIST

DEFINITION

Under direction of the Chief Communications Officer, the Communications Specialist performs technical and clerical tasks in support of the District's internal and external information flow using a variety of media; plans and executes District events; assists in development of written communications for Executive-level staff; and serves as an articulate, knowledgeable representative for the District.

EXAMPLES OF DUTIES

The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this classification.

1. Perform a wide variety of complex, technical and clerical duties to assist the Chief Communications Officer.
2. Develop and compose various publications, including news releases, feature articles, news stories, posting, reports and other communications which highlight the goals, objectives, policies, programs, activities and accomplishments of the District, its students and staff.
3. Research and compile information and data and prepare new releases, feature articles, reports and scrips.
4. Establish and maintain effective working relationships with newspaper, radio and television personnel, and personnel from other agencies and organizations, for the purpose of creating good public relations for the District, and assisting the Chief Communications Officer in his role as District spokesperson.
5. Maintain files on publications and news releases, develop and maintain databases for community contacts using a variety of software applications.
6. Create monitor and maintain social media activity.
7. Develop and compose internal newsletters, bulletins, web site postings and related materials for District personnel.
8. Assist in the development of oral and written communication for both internal and external audiences; coordinate research, preparation and distribution of Superintendent's correspondences; assist in the preparation of reports, speeches and audiovisual presentations for use by District personnel.
9. Draft correspondence and write/screen information for the news media.
10. Plan and coordinate District and community related events involving the members of the Board of Trustees and/or Superintendent.
11. Responsible for and participates in the creation and designing of graphic materials, flyers, notices, newsletters and other publications.
12. Cover District events and assist in taking photos and video and posting on District website and social media.
13. Compose and type correspondence from general instruction and/or guidelines.
14. Work with outside agencies on a variety of projects, develop and maintain professional relationships with business representatives, community members and the media.

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EXAMPLES OF DUTIES (Continued)

15. Obtain and provide information in response to requests from Cabinet, staff, media and community members.
16. Prepare articles and reports.

QUALIFICATIONS

Knowledge of: Primary operations of school district support services; principles, practices, and methodologies of Cabinet-level administrator's office; general office equipment, including windows based PC and related software; legal mandates, policies, regulations, and procedures which govern the administrator's area of responsibility; correct English usage, spelling, grammar, and punctuation; efficient in collecting and processing data; principles of supervision; effectively communicating and maintaining a professional environment.

Coordinate, organize, and monitor the overall functions of the administrator's office; maintain accurate and confidential records relating to administrator's area of responsibility; interpret and apply District and divisional policies with sound judgment; efficiently perform highly confidential and responsible secretarial and administrative functions and activities; analyze situations and make decisions based on procedures without immediate supervision; interpret and follow through on oral and written instructions; compose correspondence independently; communicate effectively at all levels; work autonomously in a changing environment; develop and maintain collaborative relationships with staff members, union representatives, and members of the community; maintain a professional and calm demeanor; comply with the District's customer service standards, as outlined in Board Policy.

Ability to: Perform highly responsible and technical duties involving the use of independent judgment and personal initiative; maintain accurate and confidential records relating to area of responsibility; read, interpret, and apply regulations, policies, and procedures; analyze situations and make decisions based on procedures without immediate supervision; understand and carry out oral and written instructions; use interpersonal skills with tact, patience and courtesy; maintain confidentiality; prioritize workload and conflicting demands; demonstrate organizational, time management, analytical and problem solving skills; communicate effectively both orally and in writing using tact and diplomacy; establish and maintain professional relationships with Board members, management level staff, colleagues, subordinates and related outside agencies; use Adobe Acrobat, Photoshop, Illustrator, and InDesign; Microsoft Word, Excel, and PowerPoint; graphing programs and others as needed; comply with the District's customer service standards, as outlined in Board Policy.

Education: Bachelor's degree from an accredited college or university in a related field. Preferably supplemented by additional coursework or training in graphic design, desktop publishing, and public relations.

Experience: Four years of broad and increasingly responsible secretarial experience including leadership or project management oversight. Experience in an educational organization preferred.