

STOCKTON UNIFIED SCHOOL DISTRICT

DIRECTOR, MARKETING/COMMUNICATIONS

DEFINITION

Under general direction, develop, organize, and evaluate a comprehensive communications and community relations program. Disseminate information and publicity pertaining to various District objectives, events, and activities. Establish and maintain cooperative relationships with various news media groups, community organizations and District school sites/departments and other civic, corporate and governmental agencies. Develop and assist with the design, layout, and editing of news releases, publications, and other District communications. Develop, coordinate, and participate in news conferences, special events and other programs of public interest. Participate in the design and maintenance of the District's webpage and internet communications systems. At the direction of the Superintendent, act as the District spokesperson.

SUPERVISION RECEIVED AND EXERCISED

Receive administrative direction from the Superintendent of Schools. Exercise direction and general supervision over technical and clerical assigned staff.

REPRESENTATIVE DUTIES: Employee may perform any combination of the essential functions shown below [E]. This job description is not intended to be an exhaustive list of all duties, knowledge, or abilities associated with this classification; but are intended to accurately reflect the principal job elements.

Analyze district informational services for effectiveness and coverage; provide leadership in improving the process. (E)

Responsible for the development and implementation of a strategic information/communication plan for the district. (E)

Review, analyze, and evaluate the District's community information program and prepare recommendations pertaining to enhancement and improvements to assure goals are met. (E)

Work closely with the superintendent and the community to secure funding which will aid SUSD schools in promoting and sustaining activities for continued success of public education in SUSD. (E)

Prepare and edit news releases, District publications, and other District communications, in compliance with policies, regulations and guidelines concerning public information. (E)

Confer with district and site personnel regarding newsworthy items and other matters related to the publicizing of events, student activities, District/Site accomplishments, student accomplishments and other communications. (E)

Establish and maintain a close, positive working relationship with newspaper, radio, and television news media groups and with the community organizations, civic organizations, and other governmental agencies. (E)

Attends Board of Education meetings and advises the governing board and administration on matters relating to community attitudes toward the district and its programs. (E)

Perform photographic functions throughout the District and maintain a photographic archive. (E)

Under the direction of the Superintendent, prepares copy and advertising as needed. (E)

Establish and maintain public information and news data files/records for use in the development of news releases and feature stories. (E)

Track and maintain news files on educational issues in California and throughout the United States. *(E)*

Works closely with the district webmaster on content, accuracy and location of information on the district website. *(E)*

Works collaboratively with Information Services on maintenance of SUSD's Parent Telephone Communication System. *(E)*

Participate in a variety of special projects concerning community relations and communications. *(E)*

Maintain a positive relationship with community groups, civic organizations, and other governmental agencies. *(E)*

Perform a variety of staff development and in-service training programs, including communication style techniques, writing techniques, and other areas as may be necessary. *(E)*

Be willing to accept a flexible work schedule to meet the needs of the community. *(E)*

Perform other related duties as assigned.

QUALIFICATIONS:

Knowledge of:

- Principles, methods, procedures and strategies concerning community and public relations
- Brown Act, laws related to freedom of press and free access to public information
- Public speaking techniques
- School District organization, operations, policies and objectives
- Oral and written communication skills
- Current communications technology
- Interpersonal skills using tact, patience and courtesy

Ability to:

- Translate and project educational objectives and issues into broad terms of public understanding and circulation
- Communicate effectively both orally and in writing
- Establish and maintain cooperative and effective working relationships with numerous groups and organizations
- Prepare and deliver oral public presentations
- Analyze situations accurately and adopt an effective course of action
- Use various means of communication technology
- Skillfully organize, design, lay out, and edit public information and promotional materials

Education and Experience:

Bachelor of Art degree with a major in English, journalism, or a closely related field. Master's Degree in related field (preferred). Three (3) years of experience writing and reporting in community relations, public information, newspapers, magazines, radio or television. Experience with public education is highly desirable.

Physical Demands:

Employees in this position must have/be able to:

- Enter data into a computer and operate standard office equipment
- See and read a computer screen and printed matter with or without visual aids
- See, hear and speak with/without assistive devices sufficient to communicate effectively with others
- Sit for extended periods of time
- Stand/walk for extended periods of time
- Bend at the waist; reach overhead, above the shoulders and horizontally, grasp, push/ pull
- Lift and/or carry up to 25 lbs at the waist for short distances

