



New Job Description
Personnel Commission Approval: January 24, 2024
Board Approval: January 29, 2024

Director of Communications
Classified Management

Definition

Under the supervision of the Superintendent, the Director of Communications is responsible for creating, directing, and implementing comprehensive communication plans that develop relationships, build trust, and inspire support for students throughout our diverse community. The Director of Communications will coordinate, plan, and develop all elements of internal and external communications, media relations, publications, school/business partnerships, social media, marketing, and special events; provide professional and technical support, assistance, and guidance, to the Superintendent and other district administrators as directed. The Director of Communications will work within the Educational Code, District philosophy, District policy, and Board of Education Goals and do related work as required.

Essential Duties and Responsibilities

- Direct the development and implementation of a system-wide communication plan that aligns with the District's strategic plan, Board of Education Goals, and District and school improvement plans
- Plan, organize, coordinate, direct, and oversee the District's comprehensive communication program focusing on achievement for English Language Learners, Socially Economically Disadvantaged, Foster Youth, Homeless, and Special Education students
- Establish and promote relationships and strengthen community partnerships
- Develop, coordinate, and provide leadership for targeted outreach for increased enrollment and daily attendance
- Develop, implement, lead, and direct the District's strategic communication plan to effectively communicate the District's mission, vision, and goals
- Develop and coordinate policies and procedures regarding all district public relations matters, including district media relations, intra-district communications, promotional functions, special events, and publications
- Standardize excellent communication and partnerships between the District and the community
- Direct and coordinate the timely and accurate development, production, and dissemination of District publications, reports, and related media
- Coordinate District communications to internal and external audiences with accurate and timely information
- Provide current and relevant media information or press releases
- Coordinate aspects of the District's community engagement strategy, including facilitating site, district, and community advisory meetings
- Develop, coordinate, and provide leadership for partnerships with community organizations to facilitate Career Technical Programs and Work Experience, Work-Based Learning including internships, externships, and/or other programs
- Represent the District by planning, organizing, and participating in outreach efforts and events



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- Collaborate, support, and advise the Superintendent, the Superintendent's Cabinet, and the District Administration regarding appropriate public relations methods, procedures, and actions
- Represent the District as the media representative when assigned and maintain effective working relations with the media in all matters concerning the District
- Attend training workshops and professional development as approved
- Supervise and evaluate the performance of assigned staff
- Perform additional duties as assigned by the Superintendent or designee

Required Qualifications

- Possession of a Bachelor's Degree
- Three years of successful administrative experience, communications experience, marketing experience, or public relations experience in a school, district, higher education setting, or a related field
- Strong interpersonal and leadership skills
- Strong written and verbal communication skills
- Ability to collaborate with site administrators, students, parents, and community partners
- Valid California driver's license

Preferred Qualifications

- Master's Degree
- Eligibility for a Preliminary Administrative Services Credential
- Bilingual (Spanish)

Knowledge of

- Principles of organization and management
- Educational technology
- Principles of effective coaching and employee evaluation

Ability to

- Facilitate collaborative projects or initiatives
- Work independently and proactively
- Anticipate problems and opportunities and respond effectively
- Prepare and deliver presentations
- Focus on student learning and student success
- Demonstrate strong oral and written communication skills
- Work with businesses and outside agencies to create effective partnerships
- Build consensus among diverse educational partners
- Build trusting relationships

Salary

This position will be paid according to the classified management salary schedule.

- 223 days, 12 months per year
- \$172,780 - \$199,875 annual salary