

To ensure that every student excels academically, builds character, and is a productive member of our community.



PLEASE POST

CLASSIFIED JOB POSTING CONFIDENTIAL/MANAGEMENT POSITION (Not a part of the classified service)

DATE OF POSTING: January 28, 2021

POSITION: Communications Director SALARY: \$94,814 - \$140,086 annually

APPLY: www.edjoin.org FUNDING SOURCE: General Fund

DEADLINE: February 15, 2021 HOURS: 8 Hrs./Day
12 Mos./Year

AVAILABLE: ASAP REASON FOR POSTING: New

BASIC FUNCTION: Under the direction of the Superintendent, the Communications Director shall plan, organize, coordinate, direct and oversee the District’s comprehensive communication program with a focus on achievement for English Language Learners, Socially Economically Disadvantaged, Foster Youth, Homeless, and Special Education students. The Communications Director 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; lead the Communications Department and staff.

REPRESENTATIVE DUTIES:

Develops, implements, leads, and directs the District’s communication plan to effectively communicate the Superintendent’s priorities, projects, and goals as delineated by the Superintendent’s initiatives. Develops, implements, and maintains a district-wide strategic media plan that requires coordinated and systematic practices and responses that align with the Superintendent’s priorities and desired outcomes. Develops and coordinates policies and procedures regarding all district public relations matters to include district media relations, intra-district communications, promotional functions, special events, and publications. Standardizes excellent communications and partnerships between the Superintendent, the Board of Education, and other key stakeholders. Directs and coordinates the timely and accurate development, production, and dissemination of District publications, reports, and related media. Coordinates District communications to internal and external audiences with accurate and timely information which includes but not limited to: Superintendent reports, daily briefings, press releases, publications, records requests, and other related communications. Provides current and relevant media information or press releases to the Superintendent and the Superintendent’s Cabinet. Develops and maintains the District’s event calendar. Directs and leads communications projects as assigned. Collaborates, supports, and advises the Superintendent, the Superintendent’s Cabinet, and District Administration regarding appropriate public relations methods, procedures, and actions. Represents the District as the media representative when assigned and maintains effective working relations with the media in all matters concerning the District. Directs and oversees the District’s audio/visual services, photography, and digital outlets which include the District’s website, digital media services, and social media platforms. Oversees and supervises the Communications Department; trains, directs, guides, coaches, and evaluates assigned staff within the Communications Department. Supports speaking and writing training for senior leadership. Oversees and organizes district related events.

(contd.)

Manages the Communications Department operations with responsibility for budget development, materials, and equipment. Assists in all informational aspects of school bond campaigns. Attends training workshops and professional development as approved. Performs other duties as assigned by the Superintendent.

MINIMUM REQUIREMENTS:

KNOWLEDGE OF: Principles and practices of public relations. Planning, strategizing, developing, and implementing comprehensive plans. Effective interpersonal skills using tact, patience, and courtesy. Marketing and communication. Methods and techniques of writing, designing, and publishing. Media relations, which includes print, broadcast, and social media. Public speaking and instructional techniques. Clear and effective oral and written communication skills for all types of audiences. Organization and management principals. Effective techniques of supervision, training, coaching, conflict resolution, and motivation of employees. Community partnerships, building relationships, and coordination of supports. Surveying and polling. Computer technology and appropriate software. Preparations of reports, publications, broadcasts, briefings, and press releases.

ABILITY TO: Execute the Superintendent’s initiatives, priorities, and outcomes. Lead the Communications Department. Evaluate and enhance formal, informal, internal, and external communications. Establish and maintain effective and collaborative working relationships with a diverse range of people. Effectively market priorities and services of the Merced City School District. Plan, prioritize, and meet schedules and timelines. Communicate, understand, and follow both oral and written directions. Maintain confidentiality of sensitive and privileged information. Build a network of individual, community, and corporate bases. Write clear and concise reports, articles and speeches. Prepare comprehensive and accurate written and statistical reports. Analyze and synthesize information for accurate data reporting to support District goals. Understand and disseminate information and issues affecting public education.

EDUCATION AND EXPERIENCE: Any combination equivalent to: a Bachelor’s degree in journalism, communications, broadcasting, media, and/or marketing, public administration, public relations or related field. At least five (5) years of comparable experience in public relations or communications in a comprehensive media and communications program with experience in project management and/or supervisory experience.

Master’s degree in related field of study, preferred.

Bilingual skills to effectively communicate with the public and/or media, preferred.

WORKING CONDITIONS:

ENVIRONMENT: Office, school, or meeting environments; driving a vehicle to conduct work

PHYSICAL ABILITIES: Dexterity of hands and fingers to operate office equipment; Hearing and speaking to exchange information in person or on the telephone. Seeing to proofread documents and typing assignments. Sitting for extended periods of time, bending at the waist, kneeling or crouching.

This position complies with the rules and regulations of the Americans with Disabilities Act (ADA).

PLEASE NOTE: Employees who may be required to use their private vehicles in the performance of regularly assigned District duties, and who qualify to be reimbursed for mileage, must have on file in the Risk Management Office of the District a certificate of automobile liability insurance. Minimum limits to be: bodily injury \$50,000/\$100,000; property damage \$10,000. (CSEA Master Agreement Article XXIX)

The Merced City School District does not discriminate on the basis of race, color, ancestry, nationality, national origin, immigration status, ethnic group identification, ethnicity, age, religion, marital status, physical or mental disability, sex, sexual orientation, gender, gender identity, gender expression or genetic information; a perception of one or more such characteristics; or association with a person or group with one or more of these actual or perceived characteristics. Title IX Coordinator, Brian Meisenheimer, 444 W 23rd St (209) 385-6376, bmeisenheimer@mcsd.k12.ca.us PB 0410 – Nondiscrimination in District Programs & Activities