

CLASS TITLE: COMMUNICATIONS COORDINATOR

BASIC FUNCTION:

Under the direct supervision of the Superintendent, the Communications Coordinator will plan, organize, and direct highly-visible and proactive communication strategies, programs and initiatives to inform and engage the District's employees, parents, and community; will coordinate the District's media relations efforts; will serve as a District's spokesperson with news media; will develop and implement marketing strategies that highlight and promote District accomplishments, schools, programs, needs and activities; will facilitate cooperative relationships with other city, county, and state organizations to project a positive image of the Sunnyvale School District; will oversee the content and effectiveness of the District's print and electronic communication vehicles including publications, web sites, telephone/email alert systems, and social networking media; and will supervise and evaluate the performance of assigned personnel.

ESSENTIAL FUNCTIONS:

Serves as a member of the Superintendent's District Advisory Team and attends meetings of the Board of Education.

Gathers information, informs District leaders, and offers recommendations for positioning the District on emerging issues, policies and situations.

Develops and implements the District's plan for community relations, public awareness, internal communication, and parent and community engagement.

Supervises and directs district communications activities to ensure quality control, effectiveness, and accuracy in the preparation and dissemination of all print and electronic communication vehicles.

Serves as a District spokesperson, maintaining communication and positive relationships with news media, community stakeholder groups, and other internal and external District audiences.

Serves as the District historian by maintaining accurate records of District events, a news clipping library, photos, and archives of appropriate publications reflecting the District's history.

Advises District leaders on compliance with the Public Records Act and coordinates responses to public, employee, and Board of Education requests for District information and documents.

Provides advice and assistance to the Superintendent and other District Leaders on communication about sensitive and/or confidential matters.

Responds to public and staff requests for information and provides assistance on routine matters, as well as sensitive and confidential situations.

Attends District and community functions as District representative.

Coordinates media communication and serves as a District spokesperson in emergencies, critical incidents, and high-profile situations.

Oversees the maintenance, accuracy, and relevance of District and site website content and design. Advises principals and administrators on effective web site content for department and school site web pages.

Manages and coordinates the public information program in conformance with federal and state regulations and District policy.

Develops marketing and information strategies to maintain effective public information, engagement, and communication with all District communities, including non-English speaking communities, and the news media serving all District communities.

Performs research, compiles data, and writes reports, correspondence, presentations, speeches, and grant and award applications for the Superintendent and other District leaders.

Monitors local, state, and national legislation, policies, and regulations as they relate to education issues and informs the Superintendent of implications for the District.

Serves as the Superintendent's liaison to parent and community organizations.

Collaborates in arranging Superintendent's meetings with community groups, public officials, and press conferences.

Plans and coordinates events and programs to provide recognition for the District, parents, volunteers, and employees.

Provides coaching, assistance, and training on effective customer relations techniques and practices to District staff and departments.

Supervises assigned personnel, including the Printing/Mailroom Technician, and provides the Printing/Mailroom Technician coaching and training on graphic design, presentation, and messaging to District staff and departments.

Coordinates and distributes information to District administrators, employees, the public, and media regarding the District's programs, policies, events, activities accomplishments, and related key messages.

Develops programs to meet educational information needs of an increasingly diverse community.

Supports the team leading the development of the District's Local Control Accountability Plan (LCAP), especially regarding community outreach and input into the LCAP.

Operates a computer and assigned software programs; operates other office equipment as assigned; operates a vehicle to accomplish work duties.

Attends and leads a variety of meetings as assigned.

Performs related duties as assigned.

DEMONSTRATED KNOWLEDGE AND ABILITIES:**KNOWLEDGE OF:**

Principles and techniques of leadership, organization, supervision, administration, and management.

Fundamentals of publication design, distribution and production.

Advanced journalism techniques, modern news media structure, and processes for effective media relations.

Marketing, reputation management, and public awareness building practices.

Web page development, use, and maintenance.

Advanced verbal and written communication skills, and techniques in conceptualization and creativity.

High-level English, grammar, spelling, composition and vocabulary.

School District organization, rules and regulations; applicable laws and statutes.

Working inclusively and effectively with people from the many cultures who comprise our diverse community.

Interpersonal skills using tact, patience and courtesy, and the ability to adapt to a wide range of challenging situations.

Strong oral, and written communication skills and the ability to edit others work.

Applicable laws, codes, regulations, policies and procedures.

Interpersonal skills using tact, patience and courtesy.

Operation of a computer and assigned software.

ABILITY TO:

Supervise the performance of assigned personnel.

Analyze work systems and processes to maximize efficiency and effectiveness.

Communicate effectively both orally and in writing.

Effectively articulate complex and sensitive information verbally and in writing.

Exercise frequent use of discretionary judgment in varied situations.

Perform objective research, compiling data and other information.

Follow oral and written directions.

Work cooperatively and effectively with parents, administrators and the public.

Work efficiently as a team member; establish/ maintain cooperative, effective working relationships with others.

Read, understand, apply and explain technical policies and materials.

Interpret, apply and explain rules, regulations, policies and procedures.
Establish and maintain cooperative and effective working relationships with others.
Operate a computer and assigned office equipment.
Analyze situations accurately and adopt an effective course of action.
Meet schedules and time lines.
Work independently and creatively with little direction.
Plan and organize work.
Maintain consistent, punctual and regular attendance.
Hear and speak to exchange information and make presentations.
Move hands and fingers to operate a computer keyboard.
See to read a variety of materials.
Understand and work effectively and inclusively with people from different cultures.

EDUCATION AND EXPERIENCE REQUIRED:

Any combination equivalent to a 1) Bachelor’s degree from an accredited college or university preferably with significant coursework in communication, journalism, broadcasting, media, human relations, marketing, public relations and/or related fields, 2) experience in communications-media relationships preferably involving programs or services regarding major public interest or public education issues, 3) three years of recent administrative or consulting experience primarily in media, marketing, public relations or communications desirable.

LICENSES AND OTHER REQUIREMENTS:

Valid driver’s license and proof of insurance
Personal automobile for traveling on District business

ENVIRONMENT:

Primarily office environment; subject to frequent interruptions and ongoing mandated deadlines. Occasionally school site and large group/conference environments. Occasional public contact with emotional, dissatisfied, or demanding individuals.
Driving a vehicle to conduct work.

TERMS OF

EMPLOYMENT: Salary and work year to be established by the Board of Education.

EVALUATION: Performance of this job will be evaluated in accordance with the Agreement between the Sunnyvale School District and the Sunnyvale Classified and Certificated Association for Management Personnel (SCCAMP).