

MODESTO CITY SCHOOLS

PROPOSED

Job Description

JC#

DIRECTOR I, COMMUNICATIONS

OVERALL RESPONSIBILITY

Under general direction, plan, organize and oversee the comprehensive communications program for both internal and external audiences, which includes elements of media relations, critical incident communications, issue management branding and marketing. Provide support in implementing the District's strategic plan for communications and community engagement, and supervise and lead staff effectively while providing effective support to departments and school sites districtwide.

SPECIFIC RESPONSIBILITIES

1. Develop messaging and media strategies designed to inform a broad sector of the public (including internal audiences) on matters of importance.
2. Assist the Chief Communications Officer (CCO) in executing proactive issues management to cultivate a positive image for the District and elicit support from the community.
3. Serve as a spokesperson for the District and a liaison with the media.
4. Organize press conferences, and with the CCO, support media visits to school sites and public appearances by the Superintendent, other members of Cabinet, members of the Board of Education, elected officials and visitors.
5. Initiate and prepare press releases, reports, feature articles, and related materials for distribution to the press, public and internal/external audiences.
6. Represent the district in meetings, events, and communications with the public and internal audiences.
7. Produce and oversee the production of a variety of communication materials for distribution to the press, public and internal audiences via print, online, video, social media, and other media as directed.
8. Develop effective media campaigns for both English and non-English speaking populations.
9. Formulate communications and marketing campaigns that will increase public and internal audience awareness of a wide variety of district initiatives and work. Position messaging in ways unique to a variety of audiences including students, parents and families, staff and community. Ensure campaigns are effective for both English and non-English speaking communities.
10. Assist with developing brand strategies for the District, individual programs and campaigns, school sites, and events.
11. Deliver timely, clear and effective communications for internal and external audiences through a range of channels such as newsletters, mass email communications, websites, social media and other platforms.
12. Develop and execute effective social media strategy, web content strategy, and overall digital strategy.
13. Produce and oversee communications staff in preparing written materials, graphics, photos, and videos, ensuring communication are meaningful, impactful, and executed with equity and inclusion in mind.
14. Ensure that communications are responsive to the ethnic, cultural, geographic, and socio-economic diversity of the community served by the District.

DIRECTOR I, COMMUNICATIONS

SPECIFIC RESPONSIBILITIES (continued)

15. Advise and assist administrators and staff by providing robust communications, marketing, branding and media relations support to all sites and offices for both external and internal audiences.
16. Develop and execute highly effective, comprehensive, communications and marketing campaigns that utilize a wide variety of digital and non-digital tools to help the district meet its strategic goals.
17. Develop benchmark criteria to accurately measure the effectiveness of a variety of digital communications, regularly reporting analysis and measurement as directed.
18. Arrange and conduct presentations to District employees, students, parent groups, and others.
19. Manage the District website to highlight announcements, programs, and events.
20. Conduct photo and video shoots, oversee the work of other in this area, and oversee the management of photo and video resources, ensuring District investments in equipment are protected.
21. Create, edit and oversee the timely distribution of a variety of annual publications including but not limited to the Student Handbook, Academic Calendar, Annual Report, and event programs.
22. Execute the work of district communications to ensure quality control, effectiveness, and accuracy in the preparation and dissemination of all print publications, video presentations and digital communications vehicles.
23. Assist in the selection, orientation, supervision and evaluation of subordinate personnel.
24. Effectively communicate and maintain cooperative relationships with those contacted in the course of work.
25. Perform other related duties as assigned.

SALARY

Management Salary Schedule

QUALIFICATIONS

Knowledge/Ability

Minimum Requirements:

- Excellent writing and editorial skills.
- Ability to work well with a broad range of people.
- Ability to exercise mature judgment on sensitive communication issues.
- Ability to plan and produce publications.
- Knowledge of standard media practices.
- Knowledge of K-12 education.
- Ability to establish priorities and work without close supervision.
- Ability to compose clear, complete and concise reports independently.
- Knowledge of and ability to apply management principles, accounting and budgetary procedures and contract administration procedures in a complex work environment.

Experience

Minimum Requirement:

- One (1) year experience in school public relations or related field, such as marketing, journalism or communications.

DIRECTOR I, COMMUNICATIONS

QUALIFICATIONS (continued)

Experience (continued)

Desirable Qualification:

Three (3) years experience in school public relations or related field, such as, marketing, journalism or communications

Education

Minimum Requirement:

Bachelor's degree in communications, English, public relations, journalism, marketing, or related field.

Desirable Qualification:

Master's degree or accreditation in School Public Relations.

License/Certificate

Minimum Requirement:

Valid California Drivers License.

Physical Characteristics

With or without the use of aids:

Sufficient vision to read small print.

Sufficient depth perception to file documents.

Sufficient hearing to hear normal and telephone conversations.

Ability to speak in an understandable voice and with sufficient volume to be heard at a normal conversational distance and on the telephone.

Sufficient dexterity to manipulate small objects, print or write legibly, operate telephone, use computer keyboard, typewriter and other business machines.

Sufficient physical ability to sit or stand for prolonged periods of time.

Sufficient physical ability to reach horizontally and vertically with arms.

REPORTS TO:

Chief Communications Officer or designee

Cabinet Approved:

Board Approved: