

LODI UNIFIED SCHOOL DISTRICT
1305 East Vine Street, Lodi, CA 95240

Job Description: Director of Communications
Work Year: 222 Days
Department: Superintendent's Office

Classification: Management
Salary: LUSDAA Salary Schedule
Reports To: Superintendent
Supervises: Classified Staff

PRIMARY FUNCTION: The principal function of an employee in this class is to provide the district with comprehensive communications and marketing support for both internal and external audiences. This position plans, organizes, coordinates, and oversees communications and marketing campaigns for the district. This position provides counsel to the superintendent, Board of Education, and department heads. This position serves as the primary spokesperson for the district. This position develops and maintains relationships with local organizations to project a positive image of the district. This position also oversees brand identity and consistency for the district and all schools.

This position attends leadership team meetings to provide advice and counsel and to develop strategic planning for the district.

The Board of Education designates this position as Management.

EXAMPLES OF ESSENTIAL DUTIES AND RESPONSIBILITIES: Duties are not intended to be an exhaustive list of all responsibilities, duties, and skills. They are intended to be accurate summaries of what the job classification involves and what is required to perform it. Employees are responsible for all other duties as assigned.

- Develops and implements the district's strategic communication plan for community relations, public awareness, internal communication, external communication, community engagement, and crisis communications.
- Directs the short-term and long-term communications strategies for the district, including social media, marketing, and public information efforts.
- Oversees and maintains the maintenance, accuracy, and relevancy of district website content.
- Oversees and maintains the district's social media platforms.
- Creates digital and print marketing materials, such as ads, graphics, videos, flyers, and brochures.
- Ensures consistency of the district's brand style guidelines and brand identity.
- Manages third-party communication tools, media monitoring tools, and publishing tools.
- Coordinates public relations activities for the Board of Education, superintendent, and district departments.
- Attends meetings of the Board of Education as well as district and community functions as district representative.
- Gathers information and offers recommendations on emerging issues.
- Writes, edits, and assists with speeches and district position statements.

- Research attitudes, opinions, and perceptions of selected internal and external groups via surveys, web applications and focus groups.
- Supports the Superintendent in the handling of and communicating about sensitive and/or confidential matters.
- Remains available 24/7 for emergency incidents and in non-traditional work hours for presence at various special events and meetings.
- Serves as the Public Information Officer (PIO) on the district's Incident Command System (ICS) team.
- Maintains and updates the district's crisis communication plans.
- Maintains the Anonymous Reporting System, including annual trainings for staff and students.
- Acts as district's official spokesperson with the media.
- Proactively manages media and community relations.
- Provides and coordinates annual media training to the leadership team.
- Facilitates interviews with the media and drafts statements and talking points.
- Oversees coordination of special events and special media events including news briefings, press tours, and formal events.
- Builds and fosters long-term working relationships with various organizations including media, citizens, city councils, community organizations, other municipal, county, regional and state public information offices, and other associations the district deems important to the success of its mission.
- Assists in writing proposals and applications for conference presentations, school recognition, and similar programs.
- Monitors local, state, and national legislation as it relates to educational issues and informs the superintendent regarding the implications to the district.
- Performs research, compiles data, and writes reports, articles, and grants for the superintendent and department heads.
- Identifies grant opportunities for consideration and writes grant proposals as directed.
- Oversees and manages a budget for communications.
- Supervises and evaluates the performance of all assigned personnel in accordance with the district's adopted uniform guidelines for evaluation assessment and recommends appropriate action in cases of substandard performance.
- Performs all work duties and activities in accordance with district policies and procedures.
- Perform other duties as assigned.

KNOWLEDGE AND ABILITIES:

Knowledge of:

- School law and applicable sections of the State Education Code and other applicable laws
- Board and District policies, procedures, and regulations.
- Interpersonal skills using tact, patience, and courtesy.
- Current principles, techniques and objectives of public information, communication and public relations programs.

- School district governance and the role of communication in support of the Board of Education and board priorities.
- Media tactics, including interview techniques and preparation.
- Professional applications of research and writing skills.
- Oral and written communication skills.
- Public speaking techniques.

Ability to:

- Plan, organize and direct communications and public relations programs and activities.
- Organize, direct, supervise and evaluate classified staff.
- Establish, coordinate, and maintain communication with community and parent groups.
- Analyze situations accurately and adopt an effective course of action.
- Read, interpret, explain and apply rules, regulations, policies and procedures.
- Communicate effectively both orally and in writing.
- Maintain quality results of your own work and the work of others through proofreading, cross checking data and accurate communication.
- Develop creative ideas in relation to public information projects.
- Manage multiple projects, prioritize tasks, and meet deadlines.
- Work independently and accurately with minimal supervision on a continual basis.
- Establish and maintain effective working relationships with other district employees, media representatives, the public, and other interested and affected parties.
- Operate standard office equipment and a personal computer and software applications for work processing, graphic presentations, spreadsheets, databases, information retrieval and research, and other job-related software.
- Construct communication and collaborate on ideas to determine best options.

EDUCATION AND EXPERIENCE:

Minimum Qualifications:

This position requires a bachelor's degree in English, communications, marketing, journalism, public relations, or a closely related field. Five (5) to seven (7) years of experience in communications, marketing, media relations, or a closely related field. Experience in a public education system or similar public sector environment is preferable.

Preferred Qualifications:

Master's degree in public relations, journalism, and mass communications or a closely related field. Accreditation in organizations, such as but not limited to the Public Relations Society of America (PRSA).

Any equivalent combination of education, training, and experience, which provides the requisite knowledge, skills, and abilities for this job, may be substituted for evaluation at the discretion of district management.

LICENSE AND OTHER REQUIREMENTS:

Valid California driver's license.

WORKING CONDITIONS: Working conditions may include, but are not limited to, the following:

Environment:

- Office, school sites, or outdoor environment.
- Contact with hostile or abusive individuals with unpredictable behavior.

Physical Abilities:

- Mastery of English grammar, spelling and punctuation
- Hear and speak to communicate effectively in person and on the telephone.
- See to read, prepare documents and reports, and view a computer monitor.
- Dexterity of hands and fingers to demonstrate activities, prepare materials, and operate a computer keyboard.
- Sit or stand for extended periods of time.
- Bend at the waist to assist students.
- Reach overhead, above the shoulders and horizontally to retrieve and store files.
- Lift objects up to 25 pounds.