

SACRAMENTO CITY UNIFIED SCHOOL DISTRICT
Position Description

TITLE:	Manager, Communications Officer	CLASSIFICATION:	Non-Represented Management, Classified
SERIES:	Manager II	FLSA:	Exempt
JOB CLASS CODE:	0424	WORK YEAR:	12 Months
DEPARTMENT:	Communications	SALARY:	Range 11 Salary Schedule A
REPORTS TO:	Chief Communications Officer	BOARD APPROVAL:	07-21-97
		BOARD REVISION:	10-05-98
		HR APPROVAL:	07-19-10
		CABINET REVISION:	07-28-17

BASIC FUNCTION:

Plan, organize, and manage a comprehensive media relations and in-house video journalism program. The communications manager will be responsible for responding to media inquiries, serving as the primary external media spokesperson for the District, and in-house video journalist presenting information and stories to the District's online audience consisting of parents, community members, staff and the general public.

REPRESENTATIVE DUTIES: (Incumbents may perform any combination of the essential functions shown below [E]. This position description is not intended to be an exhaustive list of all duties, knowledge, or abilities associated with this classification, but is intended to accurately reflect the principle job elements.

Communicate through multiple platforms to engage and communicate the mission, vision, guiding principles, and priorities of the District; engender public understanding and support of the role, objectives, accomplishments, and needs of the District. **E**

Serve as the primary spokesperson for the District as appropriate; establish and maintain positive working relationships with the local media, monitor media coverage, maintain media contact lists, assist the press with developing stories, and organize media site visits; and cooperate and work closely with media by providing accurate and thorough information about District affairs. **E**

Serve as in-house video journalist and share news about District programs, policies, events, achievements, efforts, and related District information; ensure accurate and timely dissemination of information. **E**

Write and disseminate news releases, reports, newsletters, and other district publications as needed. **E**

Confer with District and site personnel regarding newsworthy items and other matters related to the publicizing of events, student activities, District/site/student accomplishments, and other communications. **E**

Translate and project education objectives into broad terms of public understanding and circulation. **E**

Occasionally attend Board of Education meetings and serve as a liaison to the media; coordinate requests for interviews, respond to questions, and provide results of Board actions as appropriate. **E**

Remain current on latest data and facts on local, state, and federal policies pertaining to K-12 education and District communication. **E**

Lead and work with school improvement initiatives that close student achievement gaps between racial, ethnic, and economic groups by working with all of the diverse communities. **E**

Provide a positive climate of interaction and communication between school staffs, families, and the community, as related to District communications. **E**

Perform related duties consistent with the scope and intent of the position.

TRAINING, EDUCATION, AND EXPERIENCE:

Any combination equivalent to: bachelor's degree in communications, journalism or related field and minimum five years' experience in TV journalism, as a public information officer, or both.

LICENSES AND OTHER REQUIREMENTS:

Valid California driver's license; provide personal automobile and proof of insurance.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Public entity media relations and management.

Presenting as a TV news reporter.

Effective oral and written communication skills.

Brown Act, laws related to freedom of press, and free access to public information.

Legal entitlements and restraints.

Correct English usage, grammar, spelling, punctuation, and vocabulary.

Interpersonal skills using tact, patience, and courtesy.

Applicable laws, codes, regulations, policies, and procedures.

Operation of a computer and related software, including a basic working knowledge of video editing software.

ABILITY TO:

Research and respond to media requests for public information.

Serve as an in-house TV/video journalist.

Write about complex issues in succinct terms that the general public can understand.

Maintain confidentiality of District information.

Establish and maintain cooperative and effective working relationships.

Work independently with little direction.

Communicate effectively, both orally and in writing.

Read, interpret, apply, and explain rules, regulations, policies, and procedures.

Analyze situations accurately, and adopt an effective course of action.

Plan and organize work to meet schedules and timelines.

Operate a computer and related software, including a basic working knowledge of video editing software.

Meet state and district standards of professional conduct as outlined in Board Policy.

Speak Spanish fluently (highly desired, but not required)

WORKING CONDITIONS:

SAMPLE ENVIRONMENT:

Office environment; drive a vehicle to conduct work.

SAMPLE PHYSICAL ABILITIES:

Hearing and speaking to make presentations, and exchange information in person and on the telephone; dexterity of hands and fingers to operate a computer keyboard; see to read a variety of materials, prepare documents and

reports, and view a computer monitor; sit or stand for extended periods of time; bend at the waist, and reach overhead, above the shoulders, and horizontally to retrieve and store files; lift light objects.

SAMPLE HAZARDS:

Occasional contact with dissatisfied or abusive individuals.

HEALTH BENEFITS: District pays a portion of the employee's health benefits through District-offered plans.

APPROVALS:

Cancy McArn, Chief Human Resources Officer

Date

Jorge Aguilar, Superintendent

Date