

**SACRAMENTO CITY UNIFIED SCHOOL DISTRICT**  
**Position Description**

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<b>TITLE:</b>	Manager, Communications Officer	<b>CLASSIFICATION:</b>	Non-Represented Management, Classified
<b>SERIES:</b>	Manager II	<b>FLSA:</b>	Exempt
<b>JOB CLASS CODE:</b>	0424	<b>WORK YEAR:</b>	12 Months
<b>DEPARTMENT:</b>	Communications	<b>SALARY:</b>	Range 11 Salary Schedule A
<b>REPORTS TO:</b>	Chief Communications Officer	<b>BOARD APPROVAL:</b>	07-21-97
		<b>HR APPROVAL:</b>	07-19-10
		<b>BOARD REVISION:</b>	10-05-98; 11-05-2020

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**BASIC FUNCTION:**

Plan, organize, control, and manage a comprehensive public relations program. The communications manager will be responsible for internal and external communication of District initiatives, programs, and projects; provide and coordinate information to District administrators, employees, the public, and media regarding a variety of District programs, policies, events, efforts, and related District information.

**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.**

Provide and coordinate information to District administrators, employees, the public, and media regarding a variety of District programs, policies, events, achievements, efforts, and related District information; assure accurate and timely dissemination of information. **E**

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**

Provide advice to District leaders and management concerning policies, relationships, and communications efforts. **E**

Develop and implement comprehensive public relations strategies and activities; prepare and disseminate news releases, reports, informational bulletins, and other District publications for news media, faculty, staff, community, and parents in compliance with policies, procedures, and guidelines concerning public information. **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**

Cooperate and work closely with news media by providing accurate and thorough information about District affairs. **E**

Research mass media, interview individuals and groups, and utilize other techniques to sample public attitudes and trends; research, plan, execute, and continually evaluate District communications efforts. **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**

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

Coordinate special events or projects as directed by the Superintendent. **E**

Serve as a spokesperson for the District as appropriate; establish and maintain positive working relationships with the local media; maintain media contact list; assist the press with developing stories; organize media site visits. **E**

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

Respond to correspondence or develop remarks for public events as directed. **E**

Communicate and collaborate with other administrators, District personnel, outside organizations, the public, and media to coordinate activities and programs, resolve issues and conflicts, and exchange information; model District standards of ethics and professionalism. **E**

Supervise, evaluate, and hold accountable the performance and professionalism of assigned staff; interview and select employees, and recommend transfers, reassignments, terminations, and disciplinary actions; plan, coordinate, and arrange for appropriate training of assigned staff. **E**

Direct the preparation and maintenance of a variety of narrative and statistical reports, records, correspondence, and files related to assigned services, activities, and operations; operate a computer. **E**

Assist in the preparation and development of the department's annual budget; analyze and review budgetary and financial data; monitor and authorize expenditures in accordance with established guidelines. **E**

Provide technical expertise, information, and assistance to assigned supervisor regarding assigned functions, unusual trends, or problems, and recommend appropriate corrective action. **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 public relations management, public information, or public affairs, including extensive experience writing and editing the work of others. Additional qualifying experience may be substituted for the required education on a year-for-year basis.

### **LICENSES AND OTHER REQUIREMENTS:**

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

### **KNOWLEDGE AND ABILITIES:**

#### **KNOWLEDGE OF:**

- Public relations, media relations, and management.
- Social media, marketing, and branding strategy.
- Event planning, including press conferences and other media events.
- Brown Act, laws related to freedom of press, and free access to public information.
- Legal entitlements and restraints.
- Effective oral and written communication skills.
- Public speaking techniques.
- Correct English usage, grammar, spelling, punctuation, and vocabulary.
- Applicable laws, codes, regulations, policies, and procedures.
- Interpersonal skills using tact, patience, and courtesy.

- Principles and practices of management, supervision, and training.
- Operation of a computer and related software.

**ABILITY TO:**

- Develop and implement comprehensive public relations strategies and activities.
- Translate and project education objectives into broad terms of public understanding and circulation.
- Maintain confidentiality of District information.
- Serve as a spokesperson for the District.
- 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.
- Supervise and evaluate the performance of assigned staff.
- Operate a computer and related 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 with District-offered plans.

**APPROVALS:**

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Cancy McArn, Chief Human Resources Officer

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Date

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Jorge A. Aguilar, Superintendent

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Date