

SACRAMENTOCITY UNIFIED SCHOOL DISTRICT
Position Description

TITLE:	Manager, Community Engagement	CLASSIFICATION:	Non-Represented Management - Classified
SERIES:	Manager II	FLSA:	Exempt
JOB CLASS CODE:	9736	WORK YEAR:	12 Months
DEPARTMENT:	Communications	SALARY:	Range 11 Salary Schedule A
REPORTS TO:	Chief Communications Officer	CABINET APPROVAL:	09-07-17
		CABINET REVISION:	04-11-18

BASIC FUNCTION:

Plan, organize and manage a comprehensive community engagement program focused on building coalitions to enhance the District’s brand and reputation and also help schools respond to crisis situations by outreaching to families. Ensure District information is disseminated in a timely manner to stakeholders including but not limited to: community organizations, labor partners, businesses, elected officials, Board Members, employees, volunteers, parents, families, students and the general public. The community engagement manager will organize, manage, track and monitor the effectiveness of the District’s community outreach and engagement efforts for both district initiatives and in response to crisis situations.

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.)

Develop, track, and monitor a community engagement strategy and programs designed to enhance the District’s brand and reputation and make positive contributions to the community. **E**

Create and plan events that engage and support the work of students, parents, employees and District programs and/or initiatives. **E**

Develop and expand working relationships with community leaders, elected officials, community organizations, businesses, parents, families, volunteers, and other stakeholders. **E**

Support marketing initiatives and identify opportunities for the Superintendent, Board Members, and District executives to be engaged in community events and maximize these opportunities. **E**

Manage a database and calendar of internal and external community engagement events and activities and ensure proper notification and participation of Board Members, Superintendent, and key executive staff. **E**

Organize coalitions of community leaders, organizations, businesses, elected officials, parents, volunteers, and members of the public in support of District initiatives and/or programs. **E**

Assist schools and district officials with developing messaging and communications materials in response to crisis situations or emergencies at schools or in the district. **E**

Manage and maintain communication with a database of community contacts. **E**

Write talking points, correspondence, and speeches for Superintendent and Board Members. **E**

Write letters of invitation, follow-up emails, notification letters, and other correspondence. **E**

Advise District staff on best practices for event planning and community outreach. **E**

Plan and coordinate District sponsored events. **E**

Manage and update a portfolio of District marketing materials. **E**

Collaborate with the communications team to identify opportunities to leverage community relationships to spread key messages and information. **E**

Confer with District and site personnel regarding 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 community, 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, public relations, community organizing or related field and minimum 5 years' experience in communications, public relations, community organizing and/or outreach, or all three.

LICENSES AND OTHER REQUIREMENTS:

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

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Community engagement, public relations, and/or community organizing.

Event planning and management.

Coalition building and management.

Crisis management and message development.

Modern outreach software including phone messenger programs and email marketing.

Sacramento community organizations and landscape.

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.

ABILITY TO:

Build effective and cooperative working relationships with community organizations, businesses, elected officials, parents, staff, and other stakeholders.
Build and sustain effective coalitions.
Manage, organize and present information in an easy to understand manner. Publicize, plan, and manage community events.
Write information using clear, thorough and understandable language.
Write crisis communications messaging on short notice.
Create basic surveys and other tools for gathering feedback.
Learn how to use marketing software including Infinite Campus phone dialer and Mailchimp email marketing program.
Manage and update databases and spreadsheets.
Maintain confidentiality of District information.
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.
Meet state and district standards of professional conduct as outlined in Board Policy.

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.

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