

**CHICO UNIFIED SCHOOL DISTRICT**  
**Coordinator – Community Relations**

**DEFINITION**

The position reports to the Superintendent and performs a variety of highly responsible, complex, and confidential administrative duties in support of the Superintendent, School Board, and Senior District staff. The position is responsible for day-to-day coordination of information and communication activities for the District including execution of internal and external communications with the public, media, administration, and staff. The position is designated as the Public Outreach Coordinator for the District and, under general direction of the Superintendent and Board. This position plans, organizes, develops, and disseminates information and publicity pertaining to District events, functions, and activities. The position requires flexible work hours to accommodate evening and weekend meetings, assignments and events.

**SUPERVISION EXERCISED**

May exercise technical and functional supervision over lower-level staff.

**EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES**

- Compile agenda packets; establish, publish, and provide legal notice of all Board and Committee meeting agendas, as required by law, under the direction of the Board Secretary or designee.
- Attend Board and Committee meetings; record and maintain the official public and closed session proceedings of the Board of Education; prepare and maintain the official minutes of all meetings.
- Plan, coordinate, and supervise special events/meetings sponsored by the Board of Education and the School District.
- Attend and participate in staff meetings and in-service activities; attend workshops, conferences and classes to increase professional knowledge to stay abreast of new additions and amendments to District policy and regulations.
- Maintain Board resolutions, Board policy manuals, District documents, confidential files, and resource materials.
- Research, compile, and analyze reports that include conclusions and, if deemed necessary, recommendations for solutions of addressed problems.
- Assist with the oversight and maintenance of information on the District website and provide overarching support to individual school sites, and District departments, as requested.
- Develop and execute proactive media outreach strategies to foster public awareness and accurate information dissemination to the media and the community.
- Craft and deliver creative and informative digital content via electronic newsletters to both internal and external stakeholders.
- Create and maintain an active media database and identify essential community partner contacts.
- Assist in the preparation and monitoring of assigned budgets; prepare and process requisitions, purchase orders, expense claims, and other documents. Organize the flow

- of communication through the Superintendent's Office in an efficient and effective manner with District personnel, Board of Education, news media, the general public and other agencies.
- Develop and implement effective strategies for the distribution of information via printed materials, electronic publication, video, direct mail, and other means through the Superintendent's Office for District personnel, Board of Education, news media, the general public and other agencies.
  - Provide leadership and oversight to department staff in the day-to-day implementation of established communication plans and creation of content in compliance of policies, regulations, and guidelines concerning public information.
  - Work directly with other department leaders and school principals to proactively plan awareness, marketing and other campaigns designed to increase support or participation in District-sponsored programs.
  - Establish and maintain public information and news data files and records for development of news releases and feature stories.
  - Research mass media, interview individuals and groups, and utilize other techniques to sample public attitudes and trends; research, plan, execute, and continually evaluate District culture and communication efforts.
  - Create the social medial strategy, assisting in the development of information to stakeholders in multiple formats and venues across the District to ensure its effectiveness.
  - Monitor the competition and be aware of market changes and developments.
  - Provide support for the Superintendent including but not limited to solving public relations problems, issues, and concerns; screening calls, visitors, and mail; responding to sensitive requests for information and assistance; note taking, composing and preparing correspondence, memoranda, manuals, reports, and other materials.
  - Support the effective response to emergency situations by supporting the consistent flow of factual information to key audiences both internal and external as directed.
  - Interpret policies, rules, and regulations in response to inquiries and complaints; refer inquiries as appropriate.
  - Support the effective response to emergency situations by supporting the consistent flow of factual information to key audiences both internal and external as directed
  - Responsible for confidential and time sensitive materials.
  - Regularly provide secretarial support in the development of management positions with respect to employer/employee relations.
  - Develop and recommend management positions relative to negotiations.
  - Provide oversight and general supervision of clerical support staff; review work upon completion for quality control and compliance with the intent of the original request.
  - Promote a harmonious and effective working relationship with the members of the Board of Education, District staff personnel, members of the public, media groups, and personnel from other agencies.
  - Perform other related duties and responsibilities as assigned.

## **JOB RELATED AND ESSENTIAL QUALIFICATIONS**

### **Knowledge of:**

- Modern office practices, methods, and procedures.
- Excellent verbal and written communication skills.
- Practices used in taking & transcribing minutes.
- Intermediate level MS Office Suite or equivalent software applications.
- Principles and practices of fiscal, statistical, and administrative data collection.
- Principles and practices of data collection and report preparation.
- Historical tracking and compilation of data.
- Basic principles of supervision and training.
- Legal mandates, policies, regulations, and guidelines pertaining to the distribution of news and public information.
- Methods, techniques, principles, and procedures pertaining to the preparation of news releases, news copy, brochures, and other information materials.
- Social media and networking platforms.
- Knowledge of principles and techniques of media relations.
- Ability to apply creativeness and originality in developing practical approaches to unique problems.
- Ability to translate and project educational objectives into broad terms of public understanding and circulation.
- Basic understanding of web accessibility requirements, social media guidelines and best practices for digital communication standards.

### **Skill to:**

- Operate modern technology and office equipment.
- Type or operate a keyboard at a level proficient for successful job performance.
- Accurately and quickly compute complex mathematical & accounting equations.
- Independently compose correspondence, memoranda, and legally required notices.
- Compile, maintain, prepare and complete complex and extensive records and prepare reports.
- Effectively manage and organize projects.

### **Ability to:**

- Understand, interpret, and apply policies, procedures, and other pertinent laws, codes, and regulations and applicable sections of the Education Code.
- Perform responsible and difficult duties involving the use of independent judgment and personal initiative.
- Conduct independent research of complex issues for preparation of concise reports with recommendations.
- Maintain confidentiality of sensitive information and records.
- Develop a working understanding of the Board and District operations.
- Respond to wide variety of support requests from the Board of Education.
- Establish functional priorities appropriate to the goals and objectives of the Board of Education.

- Plan, organize, and legally notice public agency meeting agendas in accordance with State law.
- Effectively and efficiently plan, organize, and coordinate a public information and community relations program.
- Work independently under stressful and flexible conditions in the absence of supervision.
- Maintain a positive, professional demeanor at all times.
- Demonstrate creative, diplomatic, and strong interpersonal and presentation skills.
- Build and leverage a strong network of peers and partners.
- Communicate and interact effectively, both orally and in writing.
- Plan, organize, direct, and supervise the work of clerical staff.
- Establish and maintain harmonious and effective working relationships with a wide variety of people that include senior management, employees, outside agencies, and the general public.
- Plan and organize work to meet schedules and timelines.
- Exercise good judgment, flexibility, creativity and sensitivity in response to changing situations and needs.

**Experience and Training Guidelines:**

Any combination equivalent to experience and training that would provide the required knowledge, skills and abilities would be qualifying. A typical way to obtain the knowledge, skills and abilities would be:

**Experience:**

- Increasingly responsible administrative support experience related to the important and essential duties specified which included decision making responsibilities and exercising of independent judgment is preferred.
- Knowledge of principles and techniques of media relations.
- Implementing comprehensive communication outreach plans utilizing a variety of programs and tools to effectively reach stakeholders.

**Education:**

- 4-year accredited college with specialization in Journalism, Communications, English or Public Relations plus five years of experience in public relations, public information, public affairs, journalism or similar occupation. Educational or non-profit experience preferred.

**License Requirement**

- Possession of a valid California driver's license.

**Special Requirements:**

*Essential duties require the following physical skills and work environment:*

- Occasional or frequent standing, walking, sitting, and reaching for extended periods of time.
- Ability to work in a standard office environment.

- Ability to sit at a desk, conference table, or in meeting rooms of various configurations for extended periods of time.
- Facility to see near and far and to read, with or without vision aids, a computer screen and printed matter, and to distinguish colors.
- Sufficient hearing to understand speech at normal room levels, and to hear and understand speech on the telephone.
- Manual dexterity to operate a telephone and enter data into a computer using both hands.
- Ability to speak in an understandable voice with sufficient volume to be heard in normal conversation, on the telephone, and addressing groups.
- Ability to exert up to 20 pounds of force to lift, carry, push, pull, or otherwise move objects.