

CHICO UNIFIED SCHOOL DISTRICT
DIRECTOR – COMMUNICATIONS AND COMMUNITY RELATIONS

DEFINITION

Under the general direction of the Superintendent, the Director of Communications is a Cabinet level position that works closely with District staff and the Board of Trustees. This leadership position will be responsible for creating a strategic communications plan and infrastructure; researching, writing, and disseminating information about District news, schools, current events and issues affecting Chico Unified School District students, staff and parents; engage and conduct outreach with the families in the District; and provide multiple pathways for the community to communicate with District leaders.

EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES

Duties may include, but are not limited to the following:

- Serves as the chief communicator for the District in contacts with the media and a wide variety of public and private organizations.
- Plans, implements and maintains public communications for the District, schools, and other District sites.
- Edits materials designed for internal and external communications for credibility, understandability, readability, format, style, content, grammar and composition.
- Creates opportunities such as surveys, advisory councils, community forums, etc., for the District to engage with and listen to the community.
- Assists the Superintendent with media relations by responding to news media inquiries, maintaining media databases, maintaining strong working relationships with reporters and editors covering the District, writing, and disseminating news releases, seeking story opportunities and contacting the press, as needed.
- Supports the Superintendent, Board, and members of Cabinet in responding to inquiries from the general public, educators, and the media regarding District decisions, issues and operations, statistical data, policies and procedures.
- Serves as a liaison with community agencies, organizations and community representatives.
- Designs and implements communication strategies that maximize community and stakeholder engagement.
- Facilitates meetings with special groups, such as District advisory councils and committees, community information meetings, etc.
- Represents the District at meetings, conferences and events as requested by the Superintendent.
- Serves on committees such as the Superintendent's Cabinet, District Safety Team and other District-wide groups, as appropriate.
- Attends Board of Education meetings and advises the governing board and administration on matters relating to community engagement.
- Performs other duties as assigned.

JOB RELATED & ESSENTIAL QUALIFICATIONS

Knowledge of:

- Principles and techniques of consumer and market research.
- Elements of writing content for social media, news media and general publications for internal and external distribution to the school District.
- Special event planning and project management.
- Public school organization, operations, policies and objectives.
- Education Code requirements as it relates to communication, student privacy and mandatory notification timelines and applicable federal, state and local laws, codes, regulations and District policies, regulations and procedures.

Skill to:

- Effectively utilize interpersonal skills and provide effective oral and written communications.
- Understand and analyze data to produce comprehensive reports and presentations.
- Write clear, effective, culturally sensitive, audience-targeted communications including website copy, social media, letters, FAQs, press releases, speeches, presentations, brochures, event flyers, information materials, etc.
- Communicate effectively and present/engage large and small groups.

- Plan, edit, and produce publications and electronic/visual presentations.
- Maintain and update District/school site website content.

Ability to:

- Analyze relationships among complex data and/or employee groups.
- Creatively and effectively, analyze situations and problems and adopt effective and appropriate courses of action.
- Collaborate with others in a variety of situations requiring specialized knowledge, tact, and good judgment.
- Assist the Superintendent in crisis communication strategies when unexpected situations arise.
- Establish and maintain effective relationships with District leadership, educational community, parents and the community.
- Apply excellent analytical and critical thinking and judgment skills.
- Apply creativeness and originality in developing practical approaches to unique problems;
- Translate and project education objectives into broad terms of public understanding and circulation;

EXPERIENCE, EDUCATION, AND TRAINING GUIDELINES

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

Experience:

Any combination equivalent to:

- A minimum of 5-7 years of increasingly responsible job-related experience.
- Public Relations Certificate or equivalent.
- Previous experience working with public schools preferred.

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 AND CERTIFICATE REQUIREMENTS

- Possess and maintain a current, valid driver's license and safe driving record.

CONDITIONS OF EMPLOYMENT

- Possess and maintain proof of current automobile insurance.
- Use of personal vehicle to travel to different work sites and locations, as needed.

PHYSICAL DEMANDS:

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.