

MANAGEMENT JOB DESCRIPTION

DIRECTOR OF COMMUNICATIONS

JOB SUMMARY:

Under the direction of the Assistant Superintendent of Instructional Services and Support, the Director of Communications and Community Development plans, organizes, directs, and evaluates the activities of the District's Office of Communications and Community Development. The Director shall collaboratively develop, implement, and evaluate grant, resource development, and partnership opportunities; coordinate activities that advance internal and external stakeholder relations; provide technical and creative assistance to the Superintendent, District leadership, and the Board of Education in media relations, emergency planning and communications, marketing and public relations.

ESSENTIAL JOB FUNCTIONS:

- Provides leadership in goal-setting and planning to meet District objectives in communications, resource development, emergency/crisis planning, marketing, and public relations.
- Directs news media relations for the purpose of ensuring that information is accurately and effectively distributed; as appropriate, serves as District spokesperson, as requested by the Superintendent and acts as primary liaison with news media.
- Utilizes and keeps pace with Social Media, District parent communication systems, and other 21st Century technology tools to inform and engage community members, parents, and staff about District achievements, events and student well-being.
- Provides leadership in development and management of District and school websites.
- Directs the development and monitoring of District-wide grant programs (e.g. researching, grant writing, legal, budget and financial compliance monitoring, etc.) and leads grant support to individual school sites.
- Develops long- and short-range Strategic Communication plans for the purpose of engaging diverse audiences; ensuring organizational objectives are achieved in the most efficient and timely manner; and participates in the formulation of common message(s) for schools and District leadership.
- Research and reviews relevant grant and/or District program policies, grant writing best practices, grant postings and resource lists, etc., for the purpose of ensuring grants align with District priorities in Literacy, Equity, Collaboration, Technology, and Safe and Supportive Environments.
- Oversees the District's Enrollment Marketing Plan; improves/maintains the positive community identification, or "brand awareness," associated with the District and its schools.
- Collaborates across departments to create innovative marketing and business practices that generate revenue and/or decrease expenditures; expands the District's 'green' practices.
- Manages the preparation of District informational, policy and/or administrative materials (e.g. School Accountability Report Cards, brochures, fliers, announcements, reports, parent letters, procedures, etc.); coordinates/manages the District's flier approval process.
- Oversees grant or partner support activities; provides data-driven outcomes, audit

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- references, and/or establishment of procedures that meet compliance requirements.
- Able to successfully meet the multi-lingual communication needs of parents, community members, and mass media.
- Ensures emergency preparedness is part of the District's organizational culture; trains, assists, and develops capacity among school and District personnel in emergency/crisis response.
- Strategically cross-trains key personnel and builds in redundancies in emergency communications, including communications in Spanish.
- Responds to issues involving conflicts of personality, policies and/or regulations, and community concerns.
- Develops and enhances relationships with key communicators including city and county government, the Chula Vista Chamber of Commerce and the local business community, law enforcement, service clubs, civic organizations, and local, state, and U.S. elected representatives.
- Provides leadership in planning and organizing community events and support Expanded Learning Opportunity Program communications.
- Prepares and disseminates District news releases, feature stories, letters, speeches, blog or social media posts, digital video, photographs, e-newsletters or web content.
- Represents the District in a variety of meetings as required (e.g. workshops, community and public agencies, seminars, conferences, etc.) for the purpose of sharing and gathering information about education and related subjects.
- Collaborates with others (e.g. District personnel and administration, school personnel, community organizations, etc.) for the purpose of carrying out and maintaining services or programs.
- Performs personnel administrative functions (e.g. training, supervising, evaluating, etc.) for the purpose of maintaining necessary staffing, enhancing productivity of staff, and ensuring necessary department and/or program outcomes are achieved.

ESSENTIAL JOB REQUIREMENTS - QUALIFICATIONS:

- Knowledge, skills, and abilities required for this strong classification would typically be acquired through graduation from a four-year college or university.
- **Training and Experience:**
Evidence of increasingly responsible experience in the communications/public relation field; superior presentation and analytical skills; a working knowledge of comprehensive internal and external communication methodologies; and sensitivity to the importance of two-way communication in a multicultural environment are vital.

Management Salary Schedule: Range I
BOARD APPROVED: 8/09/23
REVISION DATES: