



CAJON VALLEY UNION SCHOOL DISTRICT PERSONNEL COMMISSION

Job Class Description

<u>MEDIA & COMMUNICATIONS SPECIALIST</u>			
DEPARTMENT/SITE:	Educational Services	SALARY SCHEDULE:	Classified Bargaining Unit
		SALARY RANGE:	45 per 2023-2024 Schedule
		WORK YEAR:	12 Months (260 Days)
REPORTS TO:	Assistant Superintendent of Educational Services	FLSA:	Non-Exempt

BASIC FUNCTION:

Under the direction of the Assistant Superintendent - Educational Services and general advisement of the Superintendent, maintain the design, production, and implementation of the District's digital communications program; manage content on the District's website, social media platforms, and print publications; disseminates information pertaining to the District's programs, initiatives, and school events; advise in determining strategic plan related to marketing District events, services, achievements, and branding of the District, schools, and related programs; develops methods and processes to ensure the highest level of District digital communications. The incumbents in this classification assist in providing students with up-to-date and accurate information about district-wide events and activities as well as site events and successes which directly inform students and support learning.

ESSENTIAL FUNCTIONS, DUTIES, AND TASKS:

The following list of functions, duties, and tasks is typical for this classification. Incumbents may not perform all the listed duties and/or may be required to perform other closely related or department-specific functions, duties, and tasks from those set forth below to address business needs and changing business practices.

Plan, organize, and maintain a comprehensive communications program using a variety of digital media and techniques, including public information, publications, social media, website content, photos, and video.

Consult and advise staff and District administrators to identify programs, events, and other activities to highlight; determine priorities; and plan work schedules accordingly.

Assist staff to develop and maintain communication and social media standards, goals, and priorities; implement and maintain the District's digital presence, marketing, branding goals, and objectives; reviews and updates as necessary.

Create original marketing content, create graphics, take photos, and record videos to inform District stakeholders using standard editing techniques and software.

Prepare media and editorial publications, including news releases, feature articles, news stories, scripts, posts, reports, visuals, and other in compliance with the District's mission, vision, strategies, policies, regulations, and guidelines.

Serves as videographer and photographer to capture events of importance and create, display, and archive the visual imagery of District events.

Determine the artistic and visual layout of District website pages, social media, and print materials;

reviews and updates District website and social media accounts to improve content and overall aesthetics; may provide assistance to school sites to maintain branding and consistency district wide.

Review legislation as it relates to website content accessibility requirements, stays current with changes, and ensures compliance related to government mandates and best practices for displaying information.

Maintains the programming and coding tasks to ensure functionality of District website and related links; monitor web content in response to accessibility of web pages, forms, and documents; works with vendors and other staff members to resolve issues related to communication systems.

Assist in the development of training materials and deliver training to users on various content and communication systems to inform users of best practices, current standardized templates, and professional etiquette when using systems for communication; may present information to assist staff to increase effective use of various productivity tools.

Monitors and tracks website and social media activity to gather data; analyzes data applying social media analytics to inform decisions related to optimizing exposure and improving the capacity for communications; responds to inquiries and feedback received through online media and briefs the Superintendent, Governing Board, and other administrators about social media comments and community postings.

Assist in the planning and organizing of a variety of meetings and events, including community meetings, and district/school events, as assigned; shoots photos and video of events to develop a visual and auditory record.

Participate and attend on-going professional development to stay current with emerging social media platforms, technologies, marketing trends, and strategies. Maintains organized electronic files of content and associated records.

Communicate orally and in writing with a wide variety of staff, agencies, and District stakeholders (e.g., site administration, appropriate staff at City of El Cajon, Public Information Officer of the Police Department for community programs).

Develop effective working relationships with District staff, media representatives, vendors, community members, and others contacted while performing assigned duties.

Operate a variety of office and audio/visual equipment, including computer and assigned software, cameras, microphones, mixers, and drones; drive a vehicle to various sites to conduct work.

Perform classification-related duties as assigned for ensuring the efficient and effective functioning of the work unit and the District, including various mandatory District trainings.

KNOWLEDGE AND ABILITIES:**KNOWLEDGE OF:**

Principles and practices of public relations and communications programs.

Digital media development languages, utilities, and applications used by the District.

Principles and practices of maintaining American Disabilities Act (ADA) compliant digital content.

Legal mandates, policies, regulations, and guidelines related to the distribution of communications.

Best practices for content marketing, media placement, and graphic design concepts.

Methods and techniques of desktop publishing including layout, design, printing, photography, video

production, and photo/video editing.

Effective oral communication to speak in public, conduct meetings, and make presentations.

Oral and written communication skills.

Correct English usage, grammar, spelling, punctuation, vocabulary, and composition.

Interpersonal skills and public relations, using tact, patience, and courtesy.

Project planning, organization, and communication skills.

Standard office equipment, including a variety of technology devices, computers, and assigned software.

Health and safety regulations.

ABILITY TO:

Develop, coordinate, and implement communications programs.

Serve as a technical resource regarding District media communications.

Determine proper artistic and visual layout for digital media communications.

Remain informed of social media platforms, communication trends, and strategies.

Photography, video production, and photo/video editing.

Develop social media strategies for all social platforms, apps, and blogs.

Maintain confidentiality of District information.

Interpret and transfer the needs and/or ideas of others into print and electronic formats.

Exercise professional judgment in the release of communication information.

Prepare, review, proofread, and edit communication publishing, website script, and copy.

Evaluate requests for website additions, solutions, and revisions.

Maintain a variety of reports, records, and files related to assigned activities.

Establish and maintain cooperative working relationships with those contacted in the course of work, including media representatives, staff, students, parents, and community members.

Professional demeanor.

Effectively work with diverse communities and an ability to demonstrate cultural sensitivity.

Work independently with little direction.

Work a flexible schedule, including nights, weekends, and holidays, as necessary.

Plan and organize work to meet deadlines.

Manage multiple projects and meet schedules and tight deadlines.

EDUCATION AND EXPERIENCE:

Any combination equivalent to: graduation from an accredited college or university with a bachelor's degree in communications, journalism, public relations, business, public administration, or other related field and three years' professional-level public relations experience on behalf of a large organization.

Experience in a public education or similar public sector environment is preferred.

LICENSES AND OTHER REQUIREMENTS:

Valid California driver's license.

Ability to maintain qualification for district vehicle insurance coverage.

Availability of a personal vehicle.

WORKING CONDITIONS:

ENVIRONMENT:

Office environment with routine travel to meetings, district sites, and community events with other public officials, private citizens, and/or members of the media.

Driving a vehicle to conduct work.

Subject to attend meetings and conduct work during the day, evening, weekend, holidays, and being on-call during off-duty hours.

PHYSICAL DEMANDS:

Hearing and speaking to exchange information in person and by telephone.

Speaking before groups of people and in front of a camera.

Dexterity of hands and fingers to operate a computer keyboard and other assigned equipment.

Seeing to monitor the work environment, read a variety of materials, and computer screens.

Sitting, standing, or walking for extended periods of time.

Bending at the waist, kneeling, stooping, or crouching to file and retrieve materials.

Reaching overhead, above the shoulders, and horizontally.

Regularly lift, carry, and/or move objects weighing up to 25 pounds and occasionally lift, carry, and/or move up to 50 pounds.

HAZARDS:

Potential contact with dissatisfied or verbally abusive individuals.

CLEARANCES:

Criminal Justice Fingerprint/Background

Tuberculosis

Pre-placement Physical and Drug/Alcohol Screen

SPECIAL NOTES:

All creative concepts and work produced in the course of employment will become the intellectual property of the District.

JOB CLASS HISTORY

Approved: New, PC 01/22 GB 02/22

Revised (EH&A / MGT Consulting) PC: 02/24, GB: 03/24