
PERSONNEL COMMISSION

LONG BEACH
UNIFIED SCHOOL DISTRICT
Excellence & Equity

Class Code: 5315
Salary Range: 55 (M2)

COMMUNICATIONS AND PUBLIC INFORMATION DIRECTOR

JOB SUMMARY

Under administrative direction, plan, organize, control and direct comprehensive communications and community relations strategies and plans for the District; prepare and disseminate materials to the public, District staff, community and news media; work closely with the Board of Education, Superintendent of Schools and Senior Staff; serve as an official spokesperson for the District; provide technical assistance to the District in preparation of internal and external publications and events; supervise and evaluate the performance of assigned staff; perform related duties as assigned.

EXAMPLES OF DUTIES

The classification specification does not describe all duties performed by all incumbents within the class. This summary provides examples of typical tasks performed in this classification.

- Plan, organize, control and direct comprehensive communications and community relations strategies and plans for the District which identify audiences, messages, communication tools and evaluation measures. **E**
- Prepare, conduct and disseminate a wide variety of public information regarding District activities including news releases, press conferences, interviews, public service announcements, social media, articles, presentations and related materials. **E**
- Develop positive working relationships with reporters and media officials; field inquiries and serve as an official District spokesperson; direct rapid responses to issues raised by the news media. **E**
- Collaborate with staff regarding urgent matters impacting the District; direct the dissemination of information, messaging, and rapid management to assure a timely and accurate flow of information. **E**
- Increase community engagement to support and promote District goals through communication strategies such as partners in education, community forums, special events and District publications; facilitate a variety of meetings and events. **E**
- Oversee and direct content for the District's website and serve as a consultant for site-based websites; provide for training of District staff regarding acceptable use policies related to posting on District websites and social media platforms. **E**
- Supervise and evaluate the performance of assigned personnel; interview and select employees and recommend transfers, reassignment, termination and disciplinary actions. **E**
- Provide technical expertise and information to the Chief Communications and Community Engagement Officer regarding assigned functions and participate in the formulation of policies, procedures and programs; advise the Chief of unusual trends or problems and recommend appropriate corrective action. **E**

- Seek regional and national news media coverage exemplifying the positive programs and services, events, projects, opportunities and advantages of the District; provide regular reports on outcomes, media analytics, and reach of media elements. ***E***
- Develop a variety of proactive approaches and programs to encourage community engagement and support for endorsement of bond issues, ballot measures and other District-supported legislation. ***E***
- Plan, organize and direct a communication system that provides for the timely disclosure of public information and is responsive to requests for public information. ***E***
- Collaborate with staff to develop multimedia presentations including slide shows, displays and photographic exhibits; organize or direct the organization of photography and videography at a variety of presentations and special events. ***E***
- Coordinate activities with legislators and elected and appointed officials to protect and further the interests of the District; establish appropriate mediums to communicate and inform legislators and officials of relevant issues. ***E***
- Coordinate activities with lobbyists and consultants representing the District on various issues or positions of interest to the District. ***E***
- Prepare talking points and issue briefing materials for Board of Education members, the Superintendent of Schools, administrators and other staff as necessary; attend and represent the District at a variety of meetings and conferences. ***E***
- Develop and prepare budgets as directed; analyze and review budgetary and financial data; control and authorize expenditures in accordance with established limitations. ***E***
- Prepare and direct the preparation and maintenance of a variety of reports, records and files related to assigned activities. ***E***
- Operate a computer and assigned software; drive a vehicle to conduct work. ***E***
- Perform related duties as assigned.

*Note: At the end of some of the duty statements there is an italicized **E** which identifies essential duties required of the classification. This is strictly for use in compliance with the Americans with Disabilities Act.*

DISTINGUISHING CHARACTERISTICS

The Communications and Public Information Director serves as an official spokesperson for the District and provides leadership for internal and external District communications. This position assists the Chief Communications and Community Engagement Officer in the oversight of the Communications and Community Engagement Office, which is designated to provide public information relative to District programs and to effect and maintain positive community relations and promote engagement. An incumbent maintains responsibility and accountability for information disseminated within the District, as well as to the public at large.

EMPLOYMENT STANDARDS

Knowledge of:

Principles, methods and theories of communication, public relations and marketing.
 Newspaper, radio, social media, television and other communications media sources and resources.
 Comprehensive writing and editing skills with a focus on quality control.

Communication materials including presentations, news articles, digital media content, letters, reports and brochures.

Issues and challenges facing large, diverse, urban school districts.

Contemporary public education trends and issues.

Structure and operations of public schools.

Diverse needs and concerns of individuals from varying socioeconomic and cultural backgrounds.

Laws, codes, rules and regulations related to assigned activities.

Principles of freedom of press and free access to public information.

Evaluation, survey research and planning methodologies.

Principles and practices of administration, supervision and training.

Budget preparation and control.

Operation of a computer and assigned software.

Interpersonal skills using tact, patience and courtesy.

Public speaking techniques.

Ability to:

Plan, organize, control and direct comprehensive communications and community relations strategies and plans.

Work independently in a variety of situations requiring extensive contact with public leaders, media representatives, community members and special interest groups.

Serve as an official spokesperson for the District and work proactively with the media to establish influential and productive working relationships.

Prepare and deliver oral presentations.

Prepare a variety of communication materials such as speeches, press releases, news conference materials, newsletters, and social media and website content.

Communicate effectively both orally and in writing.

Speak extemporaneously to answer questions related to District issues.

Assure communications meet District quality standards.

Demonstrate empathetic listening, sensitivity, and interpersonal skills with individuals from varying cultural and socioeconomic backgrounds.

Advise others on effective techniques of information dissemination and exercise judgement in release of information.

Interpret, explain and apply applicable laws, codes, rules and regulations related to assigned activities.

Maintain confidentiality of sensitive and privileged information.

Analyze situations accurately and adopt an effective course of action.

Supervise and evaluate the performance of assigned personnel.

Prioritize, schedule and complete work with many interruptions.

Plan and organize work.

Develop and monitor assigned budgets.

Prepare a variety of reports, records and files.

Establish and maintain cooperative and effective working relationships with others.

Operate a computer and assigned software.

Education and Training:

Bachelor's degree in public relations, journalism, communications, marketing or a related field. A Master's degree in one of these disciplines is desirable.

Experience:

Five years of media and public relations experience involving print, radio, social media, and/or television and including experience as a spokesperson.

Public information and communications experience in a school district, municipality or other public agency is desirable.

Experience communicating effectively, both orally and in writing, in Spanish is desirable.

Any other combination of education, training and experience, which demonstrates that the applicant is likely to possess the required skills, knowledge or abilities, may be considered.

SPECIAL REQUIREMENTS

Positions in this classification require the use of a personal automobile and possession of a valid California Class C driver's license.

WORKING CONDITIONS

Office environment.

Driving a vehicle to conduct work.

Occasional evening and variable hours.

PHYSICAL DEMANDS

Dexterity of hands and fingers to operate office equipment.

Sitting or standing for extended periods of time.

Seeing to read a variety of materials.

Hearing and speaking to exchange information and make oral presentations.

AMERICANS WITH DISABILITIES ACT

Persons with certain disabilities may be capable of performing the essential duties of this class with or without reasonable accommodation, depending on the nature of the disability.

APPOINTMENT

In accordance with Education Code Section 45301, an employee appointed to this class must serve a probationary period of one year during which time an employee must demonstrate at least an overall satisfactory performance. Failure to do so shall result in the employee's termination.