

FRESNO UNIFIED SCHOOL DISTRICT
Position Description

TITLE:	Community Relations Officer	REPORTS TO:	Assigned Supervisor
DEPARTMENT:	Community Relations	CLASSIFICATION:	Confidential
FLSA:	Non-Exempt	WORK YEAR:	12 Months
BOARD APPROVAL:	June 17, 2009	SALARY:	T-54/ Confidential Salary Schedule

BASIC FUNCTION:

Under the direction of an assigned supervisor, plan, organize and coordinate in a timely manner the District's program of public information, internally and externally; publicize District current events, activities and recognitions; project the image of excellence through District accomplishments; serve in a leadership role on the District Crisis Team to ensure a safe learning and work environment, and provide support to families, employee, community members and media involvement.

REPRESENTATIVE DUTIES: (Persons employed in this position may perform any combination of the essential functions shown below (E). This position description is not intended to be an exhaustive list of all duties, knowledge, or abilities associated with this classification, but is intended to accurately reflect the principal job elements.)

Plan, develop, and coordinate a comprehensive public relations program in order to establish collaborative relationships and enhance the District's image to a wide variety of constituents; highlight the District's achievements and excellent programs. *E*

Coordinate and distribute information in a timely manner to District administrators, employees, the public and media regarding the District programs, policies, events, efforts and related District information (includes District master calendar, parent notification handbook, and other information). *E*

Assure accurate and timely dissemination of information. *E*

Establish means of communication with District employees; prepare and distribute electronic and regular newsletters related to a variety of District-related matters. *E*

Attend all Board Meetings including Closed Session when needed. *E*

Provide District's communications on the Community Relations web page; coordinate marketing communications activities including special promotions, events for the public, marketing and public relations for the District; assist in District's communications on the Community Relations web page. *E*

Coordinate special events or projects as directed by the Superintendent or Associate Superintendents, including but not limited to charitable contribution campaigns and the District-wide Administrative Conference. *E*

Initiate and coordinate media coverage and serve as the District's spokesperson to the media; arrange media conferences and develop media releases. *E*

Plan, organize and develop video/multi-media productions. *E*

Plan and implement Board of Education recognitions; attend all Board Meetings including Closed Session when needed; serve as liaison to the media; coordinate requests for interviews, respond to questions and provide results of Board actions as appropriate. *E*

Communicate and establish collaborative relationships with other administrators, District personnel and contractors to coordinate activities and programs, resolve issues and conflicts and exchange information. *E*

Serve as an active member of the District's crisis intervention team when incidents occur. *E*

Compose and type a variety of correspondence and written materials; respond to correspondence or develop remarks for public events in a timely manner to communicate and provide clarification to the appropriate individual or group. *E*

Supervise, evaluate and provide clear expectations to assigned staff. *E*

Prepare the office budget; monitor, control and authorize expenditures according to established guidelines and limitations to ensure the financial viability of the District. *E*

Assist in the development and dissemination of information during general obligation bond elections. *E*

Perform related duties as assigned by the Superintendent's Cabinet members. *E*

EDUCATION AND EXPERIENCE:

Any combination equivalent to: bachelor's degree in journalism or related field and five years experience in public relations or journalism work.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Planning, organization and direction of business finance, fund raising, community partnerships and technology.
Public speaking techniques, news media, legal entitlements and restraints.
Brown Act, laws related to freedom of press and free access to public information.
Correct oral and written usage of English, grammar, spelling, punctuation and vocabulary.
Budget preparation and control.
Principles and practices of management.
Education Codes, Board policies, District regulations, industry trends, practices and other applicable laws related to assigned activities.
Advanced techniques in marketing.
Computer and appropriate software including but not limited to word processing, spreadsheet and presentation graphics, web page development, use, and maintenance.
District goals.

ABILITY TO:

Perform courageously and ethically to accomplish District goals.
Supervise and lead in a manner that encourages high morale and efficiency.
Evaluate and enhance formal, informal, internal, and external communications.
Communicate, understand and follow both oral and written directions effectively.
Maintain confidentiality of District information.
Establish and maintain cooperative, effective and collaborative working relationships with a diverse range of people.
Prepare and deliver oral presentations.
Build a network of individual, community and corporate support bases.
Plan, prioritize and meet schedules and time lines.
Prepare comprehensive narrative written and statistical reports.
Analyze situations accurately and adopt effective courses of action.
Work independently with little direction.
Analyze and synthesize information for accurate data reporting to support district goals.
Communicate using patience and courtesy in a manner that reflects positively on the organizational unit.

Learn new or updated computer systems/software programs to apply to current work.
Actively participate in meeting District goals and outcomes.
Apply integrity and trust in all situations

WORKING CONDITIONS:

ENVIRONMENT:

Office environment; mobility within the District and the community; contact with dissatisfied individuals; excessive intermittent noise.

PHYSICAL ABILITIES:

With reasonable accommodations, if necessary, dexterity to operate a computer, and other standardized office equipment; sitting for extended periods of time; hearing and speaking to exchange information and make presentations; seeing to read a variety of materials; reaching overhead, above the shoulders and horizontally, bending at the waist and kneeling or crouching to retrieve files from cabinets and shelves; lifting light objects.

Fresno Unified School District is an Equal Opportunity/Affirmative Action Employer and reasonable accommodations are made under the Americans with Disability Act as required by law.

E = Essential Functions

APPROVALS:

Kim Mecum, Associate Superintendent
Division of Human Resources

Date

Michael E. Hanson
Superintendent

Date