

**FRESNO UNIFIED SCHOOL DISTRICT
Position Description**

TITLE:	Manager I, Communications	REPORTS TO:	Superintendent
DEPARTMENT:	Information Office	CLASSIFICATION:	Management
FLSA:	Exempt	WORK YEAR:	Varies
BOARD APPROVAL:	July 28, 2010	SALARY:	E-24/Management Salary Schedule

(Former Classification: Public Information Officer)

BASIC FUNCTION:

Accountable for improving student achievement through the effective management of an assigned area; plan, organize, control, and coordinate the District's program of public relations and communications to ensure timely delivery of high quality services; provide for the coordination and distribution of information to District administrators, employees, the public and the media regarding the District's programs, policies, events, and initiatives; supervise and evaluate the performance of assigned staff.

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, organize, develop, and coordinate a comprehensive public relations program to enhance the District's image and promote understanding, satisfaction and support through public awareness. **E**

Coordinate and implement effective methods for communicating District master calendar, parent notification handbooks, policies, programs, achievements, philosophies, and events to the media, District administrators, employees and the community ensuring accurate and timely dissemination of information. **E**

Participate in the development of goals and objectives for an assigned area in support of educating students at a high level to achieve their personal best; make recommendations for changes and improvements; implement approved changes and monitor work activities to ensure compliance with in established guidelines. **E**

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

Plan and implement Board recognitions; coordinate marketing communications activities and functions such as special promotions, events for the public, marketing and public relations for the district, special events or projects assigned by the Superintendent or designee, and the District's communications through the website to ensure timely communication and distribution of information. **E**

Coordinate district participation in charitable contribution campaigns and the placement of exhibits and displays for the Board Room foyer. **E**

Plan, organize and develop video/multi-media productions; establish and maintain positive working relationships with members of print, radio and television media; arrange media conferences and develop media releases. **E**

Serve as spokesperson for the District and liaison with the media; serve as a member of the Superintendent's Cabinet and attend Board of Education meetings; represent the District at a variety of gatherings and conferences related to assigned area; coordinate requests for interviews, respond to questions and provide results of Board actions as appropriate. **E**

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

Respond to correspondence or develop remarks for public events; assist in the development and dissemination of information during general obligation bond elections. **E**

Supervise and evaluate the performance of assigned staff on a regular basis and provide clear, constructive feedback to improve staff effectiveness; plan, coordinate and arrange for appropriate training of staff in support of professional learning. **E**

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

Visit school sites and classrooms on a regular basis.

Value risk taking and innovation in support of performance improvements throughout the District.

Perform related duties as assigned by Superintendent or designee.

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:

News Media and public speaking techniques.

Brown Act and applicable laws, codes, regulations, policies and procedures related to freedom of press and free access to public information.

Legal entitlements and restraints.

Oral and written communication skills using correct English, grammar, spelling, punctuation and vocabulary.

Technical aspects of field of specialty.

Advanced techniques in marketing.

Web page development, use, and maintenance.

Interpersonal skills using tact, patience and courtesy.

Principles and practices of management.

Operation of a computer to enter data, maintain records and generate reports.

Labor Relations law and employee contracts.

Analytical and problem solving techniques

District organization, operations, policies, objectives and goals.

ABILITY TO:

Plan, organize, and coordinate the District's public relations and communications activities.

Communicate, understand and follow both oral and in written effectively.

Maintain confidentiality of District information.

Establish and maintain cooperative and effective working relationships with a diverse range of people.

Prepare and deliver oral presentations.

Plan, prioritize and organize work to meet schedules and time lines.

Maintain records and prepare reports.

Analyze situations accurately and adopt an effective course of action.

Work independently with little direction and many interruptions.

Read, comprehend, interpret, apply and explain rules, regulations, policies and procedures.

Demonstrate loyalty and high ethical standards.

Learn new or updated computer systems and programs to apply to current work.

Provide direction and support to directors, coordinators, and staff in support of district goals and initiatives.

Design and implement a wide variety of professional learning opportunities

Focus and appropriately allocate resources toward identified goals.

Manage change and design an effective system of reporting progress and monitoring results.

Negotiate skillfully in difficult situations and create solutions to promote compromise.

Think outside the box and develop new methods or solutions inspiring others to reach a common goal

Communicate using patience and courtesy in a manner that reflects positively on the organization.
Actively participate in meeting District goals and outcomes
Apply integrity and trust in all situations.

WORKING CONDITIONS:

ENVIRONMENT:

Office environment; driving a vehicle to conduct work; contact with dissatisfied individuals; constant interruptions.

PHYSICAL ABILITIES:

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

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

E=Essential Functions

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