



BERKELEY UNIFIED SCHOOL DISTRICT
Human Resources Department

**CLASSIFICATION AND
 POSITION DESCRIPTION**

TITLE:	Senior Communications Officer	REPORTS TO:	Superintendent or Designee
DEPARTMENT/SCHOOL:	Office of the Superintendent	CLASSIFICATION:	Classified Management (Non-Rep)
FAIR LABOR STANDARDS ACT CLASSIFICATION:	Exempt	WORK YEAR: HOURS:	12 months/Calendar 2002 8 hours per day or duty days/hours as assigned
APPROVED: Board Commission	06-02-21 07/15/21	SALARY GRADE:	Schedule: 52 Range: 81

BASIC FUNCTION:

Under direction of the District Superintendent or designee, serve as district spokesperson, district media liaison, and coordinator of communications and public information; plan, organize, and direct proactive communication strategies, special events, programs, and initiatives to inform and engage the district's employees, parents, and broader community. Oversee the content and effectiveness of the district's print and electronic communication vehicles including publications, websites, telephone/email alert systems, and social networking media; serve as a member of the Superintendent's cabinet; attend Board of Education meetings as requested; and train and/or supervise the performance of assigned personnel.

REPRESENTATIVE DUTIES**ESSENTIAL DUTIES:**

- Serve as district spokesperson, district media liaison, and coordinator of communications and public information; plan, organize, and direct proactive communication strategies, programs, and initiatives to inform and engage the district's employees, parents, and broader community.
- Lead and oversee the development, design, and production of publications including but not limited to visual presentations, internal and external websites, social media, newsletters, brochures, digital marketing, advertising, and surveys.
- Serve as a member of the Superintendent's cabinet; provide support to the Superintendent in completing projects as assigned to meet the needs of school sites, District departments, and the Board of Education.
- Attend meetings of the Board of Education as requested and advise the governing board and administration on matters relating to community attitudes toward the district and its programs.
- Lead, plan, and organize special events, activities, and marketing to enhance District public information.
- Coordinate media communication emergencies, critical incidents, and high-profile situations; provide advice and assistance to the Superintendent and other district leaders on addressing/communication regarding sensitive and/or confidential matters.
- Lead district and school site administrators in the development of effective communication strategies and mechanisms to ensure quality control, effectiveness, and accuracy in the preparation and dissemination of all print publications and electronic communication platforms.

- Analyze district communication data for effectiveness and coverage and provide leadership in improving the process.
- Convene and coordinate the work of the Superintendent's Communications Team (including Technology, Superintendent's Office, Specialists, translators, and contractors) to ensure prioritized planning and completion of projects.
- Oversee the work of district communications to ensure quality control effectiveness and accuracy in the preparation and dissemination of all print publications and electronic communication platforms.
- Supervise communications staff for graphic, publishing, and writing support as well as translation/interpretation staff and contracts; ensure communications are provided to the community in multiple languages as appropriate.
- Collaborate with the District leaders and staff to ensure that Public Records Act requests and responses are in accordance with the California Public Records Act.
- Develop and maintain professional relationships with newspapers and other media representatives.
- Research and writes articles and speeches for use by the Superintendent, Board of Education members, and other staff as needed.
- Seek out and cultivate news and information resources for developing stories that reflect the district's positive efforts for transparency and community outreach.
- Collect information and prepare news releases, including appropriate photographs and videos for mass media as well as special publications for student and staff recognition.
- Coordinate and distribute information to district administrators, employees, the public, and media regarding the district's programs, policies, events, activities, accomplishments, and related key messages.
- Provide input and oversee district website content and social media communication to ensure consistency, clarity, and accuracy of information.
- Manage and coordinate the public information pages in conformance with federal and state regulations and district policy.
- Support the annual updating and publication of the School Accountability Report Cards, in collaboration with Education Services.
- Participate in the development of the annual budget for communications and public information in the district; analyze and review the budget and financial data on a continuous basis and maintain appropriate expenditures in accordance with established limitations.
- Coordinate specialized committees, as assigned, including reviewing permanent art installations at school/district sites.

Other Duties

- Perform related duties as assigned.

EDUCATION/EXPERIENCE:

Any combination equivalent to: bachelor's degree in communications, journalism, broadcasting, media, marketing, public information, or related field and five years of administrative public sector and/or public-school experience in communications, or other related fields in a supervisory role in communications.

LICENSES AND OTHER REQUIREMENTS:

Valid California Driver's License and vehicle insurability to comply with District requirements.
Incumbents in this classification may be required to speak, read and write in a designated second language other than English.

KNOWLEDGE AND ABILITIES

KNOWLEDGE OF:

Excellent verbal, written, and interpersonal skills
Excellent English usage spelling, grammar, punctuation, composition, and vocabulary
Current technology, principles, and techniques for the performance of duties; including graphics design, internet design, web publishing, and publication/print software
Excellent analytical and critical thinking skills and ability to use good judgment when making independent decisions
Current and emerging video and multimedia video and multimedia production procedures, best practices, methods, techniques, and terminology
Professional video editing software
Social media applications
Diverse cultures in the community
Innovative trends in multimedia communications
Principles, methods, procedures, and strategies concerning a public information, communications, and community relations program within a public school
Advanced journalism techniques, modern news media structure, and processes for effective media relations
Organization and services provided by public agencies, particularly in the area of education
Legal mandates, California Education Codes, policies, regulations, and guidelines pertaining to the distribution of news and public information
Public Relations' Code of Ethics
California Public Records Act
Copyright laws

ABILITY TO:

Establish and maintain positive relationships with District staff, Board members, news media, and the general public duties
Plan, organize, and direct their own work as well as the work others
Operate professional video production and editing equipment
Prepare written statements of administrative procedures
Exhibit discretion and tact with information received and given
Remain abreast of the emerging and changing social media techniques
Prepare and present written and oral reports to diverse audiences that effectively represent the school district to the community
Effectively analyze situations and make decisions
Prepare a variety of professional communications as requested
Demonstrate good judgment, a strong sense of ethics, and professionalism
Exhibit sensitivity to diversity, cultural competency, equity, and access
Promote educational excellence for all students for a diverse community
Plan and supervise district events
Work independently with minimal supervision

Supervise the posting of district communications on web platforms
Lead in the engagement of stakeholders and implement effective communication practices
Attend meetings, events, and other activities outside regular school hours

WORKING CONDITIONS

ENVIRONMENT:

General office environment; however, duties and responsibilities may occur outside school buildings and facilities on a school campus

Driving a vehicle to conduct work as necessary

Work evening or variable hours

Incumbents in this classification will come in direct contact with school site staff, students, parents, and the public

PHYSICAL DEMANDS:

Hearing and speaking to exchange information and make presentations

Seeing to read computer screen and a variety of printed materials

Dexterity of hands and fingers to operate a computer keyboard for extended periods of time

Sitting or standing for extended periods of time