



BERKELEY UNIFIED SCHOOL DISTRICT
Human Resources Department

CLASSIFICATION AND POSITION DESCRIPTION

TITLE:	Communications Specialist	REPORTS TO:	Assigned Supervisor
DEPARTMENT/SCHOOL:	Office of the Superintendent	CLASSIFICATION:	Non-Administrative Classified Technical
FAIR LABOR STANDARDS ACT CLASSIFICATION:	Non-Exempt	WORK YEAR: HOURS:	12 months/Calendar 2000 7.5 hours per day or duty days/hours as assigned
APPROVED: Board Commission	06-02-21 07/15/21	SALARY GRADE:	Schedule: 56 Range: 58

BASIC FUNCTION:

Under direction of the assigned supervisor, perform a variety of professional and specialized duties in the research, preparation, composition, design, writing, editing and distribution of a variety of materials in print, video and/or electronic format; develops and maintains a specialized knowledge base and skill set relevant to assigned communicating duties, including, but not limited to: website structure, social media platforms, site/department communication strategies, and evolving trends in communications; support objectives, including public relations efforts and strategic communication plans, staff professional development, community outreach initiatives, and stakeholder engagement activities that build support and understanding for the District’s schools, programs and initiatives.

REPRESENTATIVE DUTIES

ESSENTIAL DUTIES:

- Perform a variety of professional and specialized duties in the research, preparation, composition, design, writing, editing and distribution of a variety of materials in print, video and/or electronic format.
- Provide support to the Senior Communications Officer to ensure effective communications tactics and best practices.
- Prepare original written and multimedia content for social media platforms, District website, newsletters, internal platforms, television and other mediums as assigned.
- Ensure consistency and quality across District communications and adherence to the District’s strategic communication goals and priorities
- Prepare, design, edit, execute and distribute a variety of publications and materials including, but not limited to, promotional materials, advertising collateral, posters, camera-ready artwork, guides, handbooks, brochures, and signage.
- Participate in the coordination and implementation of public, employee, and media relations strategies at the District level or for a school/program.
- Contribute to the development of comprehensive communication, human resources outreach, and community engagement plans.
- Photograph and/or video record and edit District programs and events for publications and other uses.

- Communicate with other departments and staff regarding the coordination and distribution of information; visit school sites and other departments to research materials.
- Work collaboratively with school sites and media to meet District objectives.
- Attend school, District and community events to gather the news, pictures, etc., for use in public information releases and promotions.
- Research and gather data in relationship to District programs and activities.
- Interview District staff, students, community members and other stakeholders for multimedia content.
- Serve as a resource to District administrators and staff and provide assistance concerning writing, editing, composition, layout, and production of public relations materials as needed, including for human resources outreach.
- Research, write, edit and distribute news releases, articles, opinion pieces, brochures, etc., ensuring communications are technically correct and error-free to appropriate media and outlets.
- Support town halls and other special events as directed.
- Support emergency communication efforts through the production of written and recorded messages across multiple platforms.
- Monitor and track news media and social media activity concerning the District and its schools; maintain ongoing awareness of current school district and community issues.
- Operate a desktop computer and peripheral equipment; use specialized software in the course of assigned duties.
- May direct the work of others as assigned.
- Provide excellent customer service; develop and maintain professional relationships with news media, business representatives, community members, families, students, and district employees.

Other Duties

- Perform related duties as assigned.

EDUCATION/EXPERIENCE:

Any combination equivalent to: bachelor's degree in English, journalism, public relations or related field and three years' experience in a communications-related field.

LICENSES AND OTHER REQUIREMENTS:

Valid California driver's license

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:

Applicable laws, codes, regulations, policies, and procedures

Effective oral and written communication skills

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

Public relations and communications practices, ethics and procedures
Principles, techniques and practices of public relations, marketing and advertising methods
General organization and services provided by public agencies, particularly in the area of education
Diverse cultures in the community
Technical aspects of Internet design and web publishing
Operation of a desktop computer, peripheral equipment and office and specialized software utilized for print and web publications
Basic graphic design principles and techniques
Publication design, editing and writing
Modern office practices, procedures and record-keeping
Interpersonal skills using tact, patience and courtesy
Copyright laws

ABILITY TO:

Write, create and edit a variety of materials that are creative, descriptive, technical and factual
Communicate effectively, both in oral and written form
Assemble information in a creative, informative manner
Engage stakeholders and implement effective communication practices
Coordinate and plan district events
Remain abreast of the emerging and changing social media techniques
Post content to web platforms
Analyze situations accurately and adopt an effective course of action
Social media engagement on applications including, but not limited to, YouTube, Facebook, Twitter, Instagram and social media scheduling software such as Hootsuite
Operate a desktop computer, video and photo equipment and basic editing and design software
Develop project timelines and schedules, implement projects, track progress and evaluate effectiveness
Work within a diverse team and with a variety of district and community partners
Respond to sensitive matters with discretion and tact
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
Interpret and apply rules, laws, codes and policies
Perform multiple tasks, work under pressure and work with priorities/deadlines subject to frequent change
Maintain records, prepare reports, budget requests and estimates and address administrative details and problems
Work independently with minimal direction
Direct the work of others as assigned
Establish and maintain a cooperative relationship with those contacted in the course of work of assigned duties

WORKING CONDITIONS:

ENVIRONMENT:

Office environment
Driving a vehicle to conduct work as necessary
Work evening or variable hours

PHYSICAL DEMANDS:

Hearing and speaking to exchange information and make presentations
Seeing to read a variety of materials
Dexterity of hands and fingers to operate a computer keyboard
Sitting or standing for extended periods of time