JOB DESCRIPTION

San Leandro Unified School District

Director of Community and Employee Engagement

Purpose Statement

The job of Director of Community and Employee Engagement is done for the purpose/s of planning, organizing, directing, and overseeing a comprehensive communications program for both internal and external audiences; coordinating and collaborating with district staff and external organizations to implement district initiatives and programs including related communications; providing professional and technical support, assistance and guidance to district administrators and managers in communications matters; coordinating marketing, social networking, special events, services, programs and other district assigned related activities; and coordinating media and community relations events.

This job reports to Superintendent or designee.

Essential Functions

- Develops, implements, and directs an annual, systematic district communication plan to effectively communicate district priorities, projects and goals to staff, media, and the public;
- Works with district staff and external representatives to develop and implement district initiatives (e.g. strategic plans, emergency management plans, bond construction, etc.) for the purpose of accomplishing district goals;
- Uses a variety of communication techniques (e.g. public information, media relations, publications, video marketing, web site content, etc.) for the purpose of generating an understanding of district issues and priorities for action.
- Assists the district with written and oral communication (e.g. press releases, flyers, website postings, interviews, etc.) for the purpose of distributing accurate and timely information to internal and external audiences;
- Provides training, support, and assistance to administrators and management for the purpose of ensuring that consistent communication protocols are followed;
- Prepares graphic materials for distribution and presentation (e.g. mailings, visual presentations, videos, etc.) and collaborates with other district departments as appropriate for the purpose of distributing information in a variety of ways;
- Creates and maintains material for the District's website for the purpose of communicating the District's activities, actions and policies;
- Develops strong partnerships and personal connections with a variety of community groups (e.g. local nonprofit community, homeowners associations, business owners, seniors, etc.) for the purpose of facilitating two-way communication between the District and the community;
- Identifies potential news and feature stories for the purpose of assisting in the planning, production and dissemination of informational materials;
- Maintains files, documents and records (e.g. community organizations, officers, residents, mailing lists, etc.) for the purpose of managing communication with various groups and the district;

- Participates in meetings (e.g. professional associations, develops networks, workshops, seminars, conferences, etc.) for the purpose of conveying and gathering information regarding a wide variety of subjects required to carry out responsibilities;
- Prepares a wide variety of documents and written or electronic materials (e.g. press releases, newsletters, service guides, annual reports, etc.) for the purpose of documenting activities and issues, conveying information, meeting compliance requirements, and/or providing supporting materials;
- Researches and stays abreast of professional practices in the communications field (e.g. public policy, education code constraints, labor cases, etc.) for the purpose of ensuring compliance with regulatory requirements and established guidelines; securing information for planning; and/or responding to requests;
- Responds to issues and inquiries from school district administrators and educators regarding development, implementation and evaluation of programs for the purpose of identifying the relevant issues and recommending or implementing a plan of action that will efficiently resolve the issue;
- Serves as a liaison between the district and media representatives, community organizations and the public for the purpose of conveying information, publicizing events, and enhancing the relationship of the district and the community.

Other Functions

Performs other related duties as assigned for the purpose of ensuring the efficient and effective functioning of the work unit.

Job Requirements: Minimum Qualifications

Skills, Knowledge and Abilities

SKILLS are required to perform multiple, technical tasks with a need to occasionally upgrade skills in order to meet changing job conditions. Specific skill based competencies required to satisfactorily perform the functions of the job include: operating standard office equipment including utilizing pertinent software applications; planning and managing multiple projects; and developing effective working relationships.

KNOWLEDGE is required to perform algebra and/or geometry; read technical information, compose a variety of documents, and/or facilitate group discussions; and analyze situations to define issues and draw conclusions. Specific knowledge based competencies required to satisfactorily perform the functions of the job include: K-12 educational system; organizational and time management; principles and terms associated with printing of publications and web site production concepts of conflict resolution; pertinent codes, policies, regulations and/or laws; current and developing technology.

ABILITY is required to schedule a significant number of activities, meetings, and/or events; often gather, collate, and/or classify data; and use job-related equipment. Flexibility is required to independently work with others in a wide variety of circumstances; work with data utilizing defined but different processes; and operate equipment using defined methods. Ability is also required to work with a significant diversity of individuals and/or groups; work with a variety of data; and utilize a variety of job-related equipment. Problem solving is required to analyze issues and create action plans. Problem solving with data requires independent interpretation of guidelines; and problem solving with equipment is moderate. Specific ability based competencies required to satisfactorily perform the functions of the job include: communicating with diverse groups; meeting deadlines and schedules; setting priorities; working as part of a

team; flexible to changing conditions; making quick and accurate decisions; working with multiple projects; dealing with frequent interruptions and changing priorities; maintaining confidentiality; and facilitating communication between persons with frequently divergent positions.

Responsibility

Responsibilities include: working independently under broad organizational guidelines to achieve unit objectives; managing a department; Utilization of significant resources from other work units is routinely required to perform the job's functions. There is a continual opportunity to impact the organization's services.

Working Environment

The usual and customary methods of performing the jobs functions require the following physical demands: some lifting, carrying, pushing, and/or pulling, and significant fine finger dexterity. Generally the job requires 50% sitting, 25% walking, and 25% standing. This job is performed in a generally clean and healthy environment.

Experience Job related experience with increasing levels of responsibility is required.

Management experience in K-12 or higher education preferred.

Education Bachelor's degree or higher in communications, English or related field of study.

Equivalency

Required Testing

District writing proficiency assessment

Continuing Educ./Training

Must complete district pre-employment training

Certificates

Driver's License & Evidence of Insurability

Certificated administrative credential preferred

Clearances

Criminal Justice Fingerprint/Background Clearance

TB Screen

FLSA Status	Approval Date	Salary Range
Exempt	Pending: 6/19/18	Cert. Mgmt: 20