

SACRAMENTO CITY UNIFIED SCHOOL DISTRICT
Position Description

TITLE:	Manager, Communications Officer	CLASSIFICATION:	Non-Represented Management, Classified
SERIES:	Manager II	FLSA:	Exempt
JOB CLASS CODE:	0424	WORK YEAR:	12 Months
DEPARTMENT:	Communications	SALARY:	Range 11 Salary Schedule A
REPORTS TO:	Chief Communications Officer		

Coordinate special events or projects as directed by the Superintendent. **E**

Serve as a spokesperson for the District as appropriate; establish and maintain positive working relationships with the local media; maintain media contact list; assist the press with developing stories; organize media site visits. **E**

Attend Board of Education meetings as needed, and serve as liaison to the media; coordinate requests for interviews, respond to questions, and provide results of Board actions as appropriate. **E**

Respond to correspondence or develop remarks for public events as directed. **E**

Communicate and collaborate with other administrators, District personnel, outside organizations, the public, and media to coordinate activities and programs, resolve issues and conflicts, and exchange information; model District standards of ethics and professionalism. **E**

Principles and practices of management, supervision, and training.
Operation of a computer and related software.

ABILITY TO:

Develop and implement comprehensive public relations strategies and activities.
Translate and project education objectives into broad terms of public understanding and circulation.
Maintain confidentiality of District information.
Serve as a spokesperson for the District.
Establish and maintain cooperative and effective working relationships.
Work independently with little direction.
Communicate effectively, both orally and in writing.
Read, interpret, apply, and explain rules, regulations, policies, and procedures.
Analyze situations accurately, and adopt an effective course of action.
Plan and organize work to meet schedules and timelines.
Supervise and evaluate the performance of assigned staff.
Operate a computer and related software.
Meet state and District standards of professional conduct as outlined in Board Policy.
Speak Spanish fluently (highly desired, but not required).

WORKING CONDITIONS:

SAMPLE ENVIRONMENT:

Office environment; drive a vehicle to conduct work.

SAMPLE PHYSICAL ABILITIES:

Hearing and speaking to make presentations, and exchange information in person and on the telephone; dexterity of hands and fingers to operate a computer keyboard; see to read a variety of materials, prepare documents and reports, and view a computer monitor; sit or stand for extended periods of time; bend at the waist, and reach overhead, above the shoulders, and horizontally to retrieve and store files; lift light objects.

SAMPLE HAZARDS:

Occasional contact with dissatisfied or abusive individuals.

HEALTH BENEFITS:

-offered plans.