

COORDINATOR OF DISTRICT COMMUNICATIONS AND PARENT ENGAGEMENT

Purpose Statement

The Coordinator of District Communications and Parent Engagement works closely with District staff and the TTUSD education community to support the objectives and priorities of the Tahoe Truckee Unified School District; plans organizes and oversees the comprehensive communications program for both internal and external audiences, including community outreach, media relations, marketing, and social networking; coordinates and distributes information to all District employees, the public, and the media regarding the District's programs, policies, events, and initiatives; works closely with District staff to identify potential news and feature stories, and to assist in the planning, production, and dissemination of program and department brochures to ensure effective marketing of District services and programs.

Essential Functions

- Assists in the planning, implementation, and maintenance of a communications program, using a variety of media and techniques, including public information, media relations, publications, video, and website content
- As directed, composes and disseminates news releases, District policies and actions, regarding educational programs and activities, speeches and general information about the Tahoe Truckee Unified School District
- Assists the Superintendent Chief Learning Officer with news media relations by logging and responding to media inquiries, maintaining updated media databases, developing and maintaining strong working relationships with reporters and editors, writing and disseminating news releases, seeking story opportunities, and contacting press
- Serves as the District liaison with parents, community agencies, organizations, and community representatives
- Establishes a process for District Departments to coordinate internal communication regarding each department's parent education programs
- Builds relationships and coordinates various partnership programs involving parents, students, staff and community organizations
- Coordinates the planning, organization and implementation of parent engagement opportunities district-wide
- Under the Superintendent Chief Learning Officer's direction, coordinates and develops the monthly agenda for the Parent Superintendent Advisory Committee (PSAC), maintains monthly minutes, recruits for any vacant positions on the PSAC
- Provides training for the Board, site administrators and other staff members regarding relations with news media
- Prepares and dissemination of news releases, reports, information bulletins, flyers, resolutions, newsletters, and other district publications for news media, faculty, staff, community and parents
- Attends monthly board meetings in support of Tahoe Truckee Media
- Directly oversees and maintain and update information/content on the District TTUSD website
- Directly oversees the day-to-day operations of the Tahoe Truckee Media and District Office Receptionist
- Performs other related duties as required

Job Requirements & Skills

SKILLS Strong analytical and critical thinking; excellent verbal, written and interpersonal skills; proficiency with current technology for performance of duties; perform multiple, technical tasks with a need to occasionally upgrade skills in order to meet changing job conditions; applying pertinent codes and policies; operation standard office equipment including utilizing pertinent software applications; and preparing and maintaining accurate records.

KNOWLEDGE of internal and external public relations programs public relations; marketing and media principles, practices and policies; public school organization, operations, policies and objectives; elements of writing news releases and other material for news media and general publications; communications media and their most effective use, including print, radio, television, internet media and current social media tools; trends and public relations techniques and special event planning and project management in the development of parent and community engagement activities.

ABILITY to work independently, with a high degree of self-motivation; demonstrate the successful development and execution of media campaigns working directly with regional news media and press to advance district priorities including the TTUSD Strategic Plan; write for various mediums depending on the material, including but not limited to op/eds, press releases, public service announcements, PowerPoint/google slides presentations, marketing brochures, event flyers, information materials, etc.; develop effective media communications strategies for all communities involving the diverse cultural and other language speaking communities within the district; monitor the preparation of copyright reports, brochures, flyers and general public materials for broadcast; determine and provide recommendations concerning communication strategies; plan, edit, and produce publications and electron/visual presentations; speak effectively before large and small groups; demonstrate initiative in seeking story opportunities for media; multi-task to meet deadlines; establish and maintain positive and effective working relationships; effectively communicate both orally and in writing; schedule a number of activities, meetings, and/or events; flexibility is required to independently work with others in a wide variety of circumstances; work with a diversity of individuals and/or groups and problem solving.

Responsibility

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

Work Environment

The usual and customary methods of performing the job's functions require the following physical demands: Sitting for extended periods of time, occasional lifting, carrying, pushing, and/or pulling; some climbing and balancing; some stooping, kneeling, crouching, and/or crawling, significant fine finger dexterity, hearing and speaking to exchange information and make presentations. The job is performed under some temperature extremes and some hazardous conditions. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and Experience

Bachelor's degree in media/public relations, communications, journalism, public policy, political science, or equivalent
Experience working with social media and online content
Experience working in the field of educational communications and the media preferred

Certificates & Licenses

Valid California Driver's License

Additional Qualifications

Ability to speak and write Spanish desired

Clearances

DOJ/FBI Fingerprint Clearance
TB Clearance

Required Testing

Successful Completion of Pre-Employment Process

Supervision

Superintendent Chief Learning Officer

Additional Qualifications

Ability to travel to other sites/locations

Salary Grade

Classified Management 03B

Continuing Education/ Training

Training attendance at workshops as appropriate

Work Year

227 Days