



NEW: 05/11/2022  
Submitted: 05/10/2022

|                        |  |
|------------------------|--|
| JOB TITLE:             | EXECUTIVE ADMINISTRATOR<br>COMMUNICATIONS AND COMMUNITY<br>RELATIONS |
| DIVISION               | COMMUNICATIONS AND COMMUNITY<br>RELATIONS                            |
| SALARY SCHEDULE/GRADE: | II, GRADE 14   |
| WORK YEAR:             | AS APPROVED BY THE BOARD   |
| FLSA STATUS:           | EXEMPT   |
| JOB CLASS CODE:        | 8395   |
| BARGAINING UNIT:       | CLAS   |

#### SCOPE OF RESPONSIBILITIES

Provides leadership to assist the communications department in the implementation of an effective communications strategy and plan. Assists the Chief in promoting the news of the District and maximizing communications services in support of opportunities for students, families, employees, and the community. Supports the Chief in providing administrative leadership for the management of Communications and Community Relations Division.

#### PERFORMANCE RESPONSIBILITIES & EVALUATION CRITERIA

Develops communication strategies that ensure accurate information is communicated clearly and succinctly to all stakeholders

Supports all areas of the system in order to present a unified, coherent message to various audiences through an integrated communication approach

Ensures that releases/communications to media are accurate and time sensitive and build positive relationships

Develops and implements high-quality communications and marketing programs that effectively promote the District's services

Develops engagement strategies to ensure that all parts of the community are engaged with the District

Ensures that the multiple divisions in the department work as a cohesive unit to share information with the community

Supports the work of the department and manages events both during the work day and outside of the traditional work day

Evaluates staff assigned

Completes all trainings and other compliance requirements as assigned and by the designated deadline

Performs other duties as assigned by supervisor

#### PHYSICAL DEMANDS

The work is primarily sedentary. The work at times requires bending, squatting, crawling, climbing, reaching with the ability to lift, carry, push or pull light weights. The work requires the use of hands for simple grasping and fine manipulations.

#### MINIMUM QUALIFICATIONS

Master's Degree or Bachelor's Degree with equivalent years experience within the field of communications or community relations or related field

Five (5) years related work experience

Ability to articulate vision of the District

|                                |
|--------------------------------|
| Effective communication skills |
|--------------------------------|

|                                 |
|---------------------------------|
| <b>DESIRABLE QUALIFICATIONS</b> |
|---------------------------------|

|  |
|--|
| Experience with media outlets, community groups, or similar agencies |
|--|

|                                   |
|-----------------------------------|
| Experience in a diverse workplace |
|-----------------------------------|