

AMADOR COUNTY UNIFIED SCHOOL DISTRICT  
COMMUNICATIONS AND EXECUTIVE OPERATIONS SPECIALIST~REVISED

**JOB DESCRIPTION:**

Under the direction of the Superintendent, performs a variety of specialized duties in the research, preparation, composition, design, editing and distribution of a variety of materials in print and/or electronic format; assists schools and departments in implementing effective communication plans; facilitates communication between the Superintendent, Board members, staff and community; and performs a variety of executive operational functions.

**REPORTS TO:**

ACUSD Superintendent of Schools

**MAJOR RESPONSIBILITIES:**

- Leads and contributes to the development of comprehensive communication plans.
- Provides excellent customer service to all stakeholders, responding to phone calls, e-mails, letters, and other communications in a professional and timely manner.
- Participates in the coordination and implementation of public, employee and media relations strategies at the district level or for a school/program.
- Serves as a resource to administrators and staff, providing information related to strategic communications and public relations, including the dissemination of confidential and nonconfidential information.
- Provides assistance to district staff and others concerning the writing, editing, composition, layout and production of publications as needed.
- Assists staff in responding to media inquiries by determining appropriate resources for responses; and arranges and coordinates media interviews as instructed.
- Researches, prepares, composes, designs, edits and distributes a variety of materials including, but not limited to press releases, promotional materials, newsletters, handbooks, manuals, correspondence, brochures, advertisements, presentations, posters, camera ready artwork, guides, directories and web-based documents in support of established communication goals.
- Conducts interviews and photographs students, teachers, administrators, staff and the public; attends, photographs and reports on District events and activities as assigned.
- Assists with the coordination and production of videos of district events, programs and staff.
- Supports emergency communication efforts and media management during a crisis situation.
- Plans and organizes special events and activities to enhance public relations; coordinates major district events as assigned.
- Explains related graphics, templates, logos, photography, standards, principles, techniques practices and procedures.
- Assists the Technology Department in providing support to schools and departments in the development, implementation and maintenance of websites; reviews websites for conformity to district standards and initiates steps to bring websites into compliance as necessary.

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- Serves as executive operations specialist to the Superintendent performing a variety of duties including the facilitation of communication between the Superintendent and stakeholders, scheduling, and maintaining calendars that support the work of the Superintendent and the Board of Trustees.
- Facilitates the preparation of Board of Trustees meetings including drafting agendas, compiling materials from Cabinet members, word processing, editing, and distributing the agenda packet, scheduling use of the Board room, arranging for speakers and guests, and supporting the meeting through attendance and taking minutes.
- Assists in the planning and facilitation of ongoing Board Policy Manual review and revision.
- Develops and maintains professional relationships with news media, business representatives, community members, and district staff.
- Conducts other executive operational functions such as making travel arrangements, preparing periodic reports, and monitoring the Superintendent's Office budget.
- Performs related work as required.

**QUALIFICATIONS AND REQUIREMENTS:**

Any combination of education/experience equivalent to a Bachelor's degree with major course work in communication, public relations, marketing, graphic design and/or a related field and previous experience in customer service, journalism, public relations and/or another communications related field. Experience with electronic media and web applications required.

**Licenses and Certifications:**

Valid California Class C driver's license issued by the California Department of Motor Vehicles within 30 days of hire or before driving any vehicle requiring this license.

**Knowledge, Skills, and/or Capacity to Learn:**

- Public relations and communications practices, procedures, and code of ethics
- Social media applications
- All facets of the production process of a periodical or newsletter
- Public speaking techniques
- Correct English usage, grammar, spelling, punctuation and vocabulary
- Modern office practices, procedures and equipment
- Graphic design principles, techniques, and related software
- Accessibility issues as they relate to communication tools and platforms
- Laws and regulations impacting communication tools and strategies
- How to utilize photographic equipment to take pictures
- Copyright laws

**Ability to:**

- Plan and organize special events and activities to enhance public relations
- Analyze situations accurately and take effective course of action
- Handle multiple tasks, work under pressure and work with priorities/deadlines subject to frequent change
- Prepare a variety of publications and materials

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- Conceptualize project objectives and effectively utilize information and knowledge to create the optimum impact
- Compose media stories, publications, letters, memorandums, or other documents that provide accurate and effective information regarding the topic or subject
- Organize and edit rough draft copy according to accepted rules of style and syntax
- Use good judgment and have a strong sense of ethics
- Operate a computer, peripheral equipment and assigned software used in graphic layout and production
- Establish and maintain records and reports, and maintain confidentiality of privileged information obtained in the course of work
- Communicate effectively both verbally and in writing
- Work effectively with all levels of district staff, parents, and the community
- Plan and organize work, adhere to schedules, and meet timelines
- Work independently, accurately and efficiently with little direction
- Complete work with many interruptions
- Maintain consistent, punctual and regular attendance

**WORKING CONDITIONS:**

**Work Environment:**

- Indoor setting in an office environment
- Outdoor environment
- Drive a vehicle to conduct work
- Typical Physical Characteristics: (with or without use of aids; consideration will be given to reasonable accommodation).
- Inspect documents and other written materials with fine print
- Sufficient color vision to distinguish various shades of color
- Sufficient dexterity to perform manual manipulation and utilize photographic and other equipment
- Mental acuity to determine size and arrangement of illustrative material, style and/or type sizes
- Communicate to exchange information in person, in small groups, and/or on the telephone

**Other Characteristics:**

Willingness and ability to work evenings. This job description is not a complete statement of essential functions and responsibilities. The district retains the discretion to add or change typical duties of a position at any time.

**WORK DAYS AND PAY RANGE**

260 days (12 months, with ~~25~~ 15-30 vacation days *based on years of service*, and 13 holidays)  
Confidential Salary Level: Range 38