

East Union High School District

JOB TITLE: Director of Marketing and Public Engagement

DESCRIPTION OF BASIC FUNCTIONS AND RESPONSIBILITIES

Under the supervision of the Superintendent, the Director of Marketing and Public Engagement plans, organizes, coordinates, and oversees the comprehensive communications program for both internal and external audiences, which includes elements of community relations, media relations, publications, school/business partnerships and community education; provides professional and technical support, assistance and guidance to District administrators and managers in communications matters; coordinates marketing, social networking, special events, services, programs and other District or assigned community related activities. The Director of Marketing and Public Engagement will work within the framework of the Educational Code, District philosophy, and District policy as adopted by the Board of Education and do related work as required.

SUPERVISOR: Reports to the Superintendent

SPECIFIC FUNCTIONS AND DUTIES

- A. Develops, implements, and directs an annual, systematic District marketing and outreach plan to effectively communicate District priorities, procedures, activities of the Board of Trustees and the East Side Union School District, including budget planning for meeting those objectives, to the staff, media and the public
 - 1. The marketing and outreach plan should include the effective use of multi-lingual media.
- B. Conducts any necessary collection and interpretation of data to support the communication plan
- C. Develops and coordinates policies and procedures regarding all District public relations matters, which include District media relations, community relations, intra-district communications, promotional functions, special events, marketing, social media and selected publications
- D. Expedite response to inquiries and complaints received by the District from citizens, news media, and school personnel
- E. Assists the District in its obligation to provide internal and external audiences with accurate and timely information, which includes press releases (written and oral), publications, records requests and other related communications or requests
- F. Assist District office and school site administrators in the development of effective communications mechanisms

- G. Develops graphic materials to assist in all types of presentations for departments and/or sites
- H. Represents District as the media spokesperson and maintains effective working relationships with media on all matters concerning the District
- I. Facilitates community/staff advisory committee meetings and other community meetings as requested
- J. Attends meetings of the Board of Education
- K. Directs and coordinates the timely and accurate development, production and dissemination of District publications, reports and related media
- L. Serve as a member of the Superintendent's Cabinet
- M. Performs other duties as assigned

QUALIFICATIONS

1. Bachelor's degree required in public information, media relations, communication, journalism, marketing, or related field.
 - a. Master's degree preferred.
 - b. Five years of increasing responsibility in public information, public education, or related experience desired.
2. Valid California driver's license and provide personal automobile.
3. Knowledge of:
 - a. Knowledge of public information and communications principles and practices.
 - b. Knowledge of school district laws, policies, and procedures.
 - c. Knowledge with computer software, hardware, and other technology pertinent to areas of specialization.
4. Ability to:
 - a. Ability to exhibit discretion and tact with information and communication received and given.
 - b. Ability to oversee the development and implementation of communications and public information strategies, goals, objectives, programs, projects, services, and activities.
 - c. Ability to prepare and present written and oral reports to diverse audiences that effectively represent the school district to the community.
 - d. Ability to work under time sensitive deadlines, pressure, and with frequent interruptions.
 - e. Ability to analyze information and to think critically.
5. Bilingual Preferred.

WORK YEAR

12-month position
Classified Management Salary Schedule
216-218 Day Work Year

Approved: 06/09/2015 Board Meeting