

DIRECTOR OF COMMUNICATION SERVICES

DEFINITION

Under general direction, plans, organizes, develops, and implements a comprehensive public and staff information program; prepares and disseminates information and publicity pertaining to the various District events, functions and activities; establishes and maintains cooperative relationships with news media and community groups; assists in the design, layout, and editing of news releases, and promotional materials; and performs other related work as required and/or assigned.

ESSENTIAL DUTIES

- plans and manages public and staff relations programs
- plans, organizes, and coordinates the flow of public information to the staff and community pertaining to District events and activities
- communicates with the Board of Education and attends Board meetings
- prepares and edits news releases, publications, speeches and promotional materials in compliance with policies, regulations and guidelines concerning public information
- confers with District and site personnel regarding newsworthy items and other matters related to the publicizing of service events, student activities, recreation activities, shows and exhibits

#### PHYSICAL DEMANDS

The physical requirements indicated below are examples of the physical aspects that this position classification must perform in carrying out essential job functions.

- will frequently exert 10 to 20 pounds to lift, carry, push, pull, or otherwise move objects
- will sit for extended periods of time, but will involve walking or standing for extended periods
- must possess the ability to hear and perceive the nature of sound
- must possess visual acuity and depth perception
- must be capable of providing oral information, both in person and over the telephone
- must possess the manual dexterity to operate microcomputers and business-related equipment and to handle and work with various objects and materials