

DEL MAR UNION SCHOOL DISTRICT

CLASS TITLE: COMMUNICATIONS & COMMUNITY ENGAGEMENT MANAGER

BASIC FUNCTION:

Under the direction of the Superintendent, or designee plans, develops, and implements strategic districtwide communications and engagement initiatives. Serves as a strategic communications advisor to executive leadership and assists in the development of messaging and materials prior to public release. Maintains discretion and confidentiality in handling sensitive District initiatives and communications. Promotes District, school, staff, and student successes to internal and external audiences, including the news media and community. Assists in building positive relationships with the public through communication and events.

REPRESENTATIVE DUTIES:

- Serve as a communications advisor to District leadership by assisting in the development of messaging, talking points, and materials related to district initiatives prior to public release.
- Plan, develop, create, and disseminate District communication strategies, branding initiatives, and content across print and digital platforms including newsletters, brochures, electronic flyers, style guides, website content, and social media.
- Draft communications on behalf of executive leadership including announcements, presentations, and community messaging.
- Develop, manage, and monitor the District's social media presence including content strategy, messaging, engagement, and analysis of digital analytics to evaluate effectiveness and recommend improvements.
- Assist in the planning, coordination, promotion, and implementation of District events and engagement initiatives.
- Plan and support multimedia production including pre-production planning, recording, and technical setup of audio, video, and lighting equipment.
- Utilize digital storytelling to promote the vision of the District as well as the instructional focus of the organization.
- Capture photographs and video at District meetings, programs, and events for use across communication platforms including websites, newsletters, and social media.
- Provide guidance and support to District staff regarding writing, layout, editing, and coordination of content for newsletters, press releases, publications, feature articles, and District-wide announcements, and digital communications.
- Develop specifications and prepare requests for quotations; evaluate bids for design services; coordinate and develop timelines and quality standards of work performed by printers, editors, artists, and others in the production of publications and other materials.
- Lead the design, development, and maintenance of District website content ensuring webpages meet District communication standards, accessibility requirements, and messaging alignment.
- Serve as a production crew member and perform the full range of pre-production activities including pre-production planning and communication, set up and operation of audio, video and lighting equipment to ensure professional product completion.
- Perform post-production activities including video and audio editing, graphics creation, animation, and integration of narration or voice-overs.

- Conduct interviews and gather content for District publications, digital communications, and marketing materials.
- Strategize and plan short- and long-term District multimedia and graphics production needs; acquire, maintain, and operate graphic, audio, and video production equipment used for District communications and events.
- Operate digital photography and video equipment applying sound composition, lighting, and production techniques to ensure professional quality media.
- Set-up/take-down sound and video equipment for on- and off-site conferences and educational events including support before, during and after events.
- Establish and maintain a District photo and video archive.
- Ensure protection and advancement of the DMUSD brand; promote District goals and accomplishments and maintain consistency of messaging.
- Plan branding and marketing; write and post engaging content, and develop related graphics, images and/or videos.
- Prepare, compile, and maintain data, reports, files, and records.
- Learn and apply emerging technologies.
- Assist the District on special communication initiatives, projects, and priorities as assigned.
- Perform related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

- Video recording production: setting up and installing equipment such as microphones, sound speakers, video screens, projectors, video monitors, recording equipment, connecting wires and cables, and sound and mixing boards for events and functions.
- Circuitry and mechanical operation of video and audio systems, video camcorders, recording devices, and other types of audio-visual equipment.
- Principles and methods of advertising and promoting services and programs.
- Principles and practices of audio-visual and digital media production, including the setup and operation of video, audio, and recording equipment.
- Strategic communications planning and messaging development for public organizations.
- Principles of confidential communications and information handling within a public agency environment.
- Basic public relations and media relations techniques.
- Social media etiquette for professional use.
- Social media strategy, analytics, and digital audience engagement techniques.
- Crisis communication principles and strategies for responding to sensitive or high-visibility issues.
- Audio and sound theory.
- Common office terminology, skills, and practices.
- Record-keeping techniques, filing and information management systems.
- Windows and Mac Operating Systems and basic computer troubleshooting.
- Working knowledge of Adobe Creative Suite, Final Cut Pro, and other software used in the classroom.

- Modern office practices, procedures, and equipment.
- Correct English usage, grammar, spelling, punctuation, and vocabulary.
- Operation of various office machines including a computer terminal.
- District governance structure, policies, and procedures relevant to public communications.
- Oral and written communication skills.
- Interpersonal skills using tact, patience, and courtesy.
- Telephone techniques and etiquette.
- District organization, operations, policies, and programs.

ABILITY TO:

- Plan, organize, prioritize, and complete multiple projects simultaneously while maintaining attention to detail and meeting established deadlines.
- Develop, write, edit, and produce effective communications and publications for a variety of internal and external audiences across print, web, and digital platforms.
- Monitor and evaluate digital communications and social media engagement to inform effective messaging and community engagement.
- Conceptualize project objectives and effectively utilize information and knowledge to create the optimum impact.
- Develop and implement strategic communication plans that support District priorities and initiatives.
- Operate, install, and troubleshoot video production and digital media equipment.
- Understand the technical aspects of equipment.
- Learn and utilize new and current technologies.
- Effectively plan, organize, prioritize, and complete multiple tasks within reasonable time limits and deadlines.
- Work with minimal direct supervision.
- Maintain filing systems, which contain confidential or sensitive information.
- Communicate effectively both orally and in writing according to accepted rules of style and syntax.
- Plan and organize special events and activities to enhance public relations.
- Apply writing style and techniques appropriate for differing business and journalistic/public relations purposes and for a variety of internal and external audiences.
- Develop compelling communications for a variety of publications and platforms, including print and web.
- Research, develop, proofread, and edit written materials accurately and concisely.
- Understand scope of authority in making independent decisions.
- Perform duties effectively with frequent interruptions.
- Maintain accurate records and prepare reports.
- Understand and follow accurately oral and written directions.
- Operate computers, applicable software programs and peripheral equipment to enter, process, revise, and update information; operate a telephone, copier, calculator and other office equipment as assigned.
- Establish and maintain cooperative, effective working relationships with the public

and District staff.

- Read, understand and explain technical policies and material related to personnel and benefits.
- Be well organized and detail oriented.
- Work confidentially and use appropriate discretion in disseminating information.

EDUCATION AND EXPERIENCE:

Any combination of education, experience, and/or training equivalent to a bachelor's degree in Communications, Journalism, Public Relations, Public Administration, Marketing or other related field and five years' experience in strategic communications, digital media management, public relations, or related work including professional writing, social media management, and digital content creation. School District experience preferred.

WORKING CONDITIONS:

ENVIRONMENT:

- Office environment
- Indoor and outdoor event environments
- Occasional evening or weekend hours
- Travel between District sites and community locations
- Exposure to varying noise levels during events and activities
- Frequent interruptions

PHYSICAL DEMANDS:

- Dexterity of hands and fingers to operate computer keyboard, camera equipment, and other office or multimedia equipment.
- Hearing and speaking to exchange information.
- Seeing to read a variety of materials.
- Bending at the waist, kneeling, or crouching to retrieve materials, set up equipment, or capture photographs or video.
- Standing or walking for extended periods of time while attending meetings, events, or capturing media.
- Sitting for extended periods of time.
- Occasionally lifting items up to twenty-five pounds.

TERMS OF EMPLOYMENT:

Criminal Justice Department and Federal Bureau of Investigation Fingerprint Clearance, Physical and TB Clearance.

SALARY:

Placement on the Classified Management Salary Schedule.