

Rocklin Unified School District

2615 Sierra Meadows Drive, Rocklin, CA 95677
(916) 624-2428 / www.rocklin.k12.ca.us



Job Description

POSITION TITLE: Chief of Communications and Community Engagement

SALARY PLACEMENT: Administrative Salary Schedule – Rocklin Administrators
Professional Association

SUMMARY:

Plans, organizes and administers Rocklin Unified School District internal and external communications, public information and family and community relations; serves as public relations counsel to the Superintendent and Superintendent’s Cabinet; assists with coordinating policies and procedures that promote and maintain effective relationships and understanding between the District and community; serves as District spokesperson and as media coordinator; communicates the District’s mission, vision and strategic plan to staff, parents and the community; develops and coordinates family engagement programs.

SUPERVISOR:

This position reports directly to the Superintendent.

SUPERVISES:

Classified personnel as assigned

ESSENTIAL DUTIES AND RESPONSIBILITIES:

The essential duties and responsibilities for this position include, but are not limited to, the following:

1. Communicate and represent the District’s vision and strategic plan to staff, parents and the community.
2. Develop, direct and evaluate the District’s public relations, marketing, communication and public affairs strategy; execute effective communication campaigns and programs.
3. Serve as public relations counsel and advisor to the Superintendent, the Superintendent’s Cabinet and to the Board of Trustees pursuant to Board Policies and Administrative Regulations; attend board meetings as required.
4. Develop processes and systems for engaging parents and the community at the District and school levels; provide communications and family/community engagement support for District initiatives.
5. Assist with the coordination of policies and procedures designed to promote and maintain effective relationships and understandings among the District, parents and community; identify community issues and concerns and develop effective strategies to proactively achieve clear communication.
6. Represent the Superintendent and RUSD administration at community functions and on boards; serve as the Superintendent’s representative and liaison to community groups and leaders.

7. Plan marketing and outreach activity programs; design and utilize media to introduce parents to the District and enhance school/community relations.
8. Develop and assist in the implementation of the District's communications processes, protocols and procedures; serve as a public relations consultant to key District committees and task forces.
9. Implement and monitor a variety of family and community engagement programs and strategies.
10. Serve as District spokesperson and liaison with the media; assist schools and departments in coordinating media coverage; prepare and distribute news releases that highlight school and District programs and successes.
11. Supervise and coordinate the preparation of the District's internal and external digital and print communication tools including, but not limited to, District and school websites, social media, newsletters, brochures and videos.
12. Act as a liaison to the Rocklin Educational Excellence Foundation (REEF) and other foundations as needed.
13. Provide technical support to school sites in the creation of a welcoming school environment component, such as orientation sessions for new families and developing an outreach strategy to inform families, businesses and the community about school and family involvement opportunities, policies and programs.
14. Coordinate the work of parent engagement at the District level to assist schools to increase parent engagement at each school and to improve student achievement.
15. Coordinate and develop local and regional and community partnerships to support parent engagement in vital District initiatives.
16. Oversee implementation of a coordinated volunteer initiative to increase volunteers and resources to local schools, including matching volunteers to opportunities.
17. Keep abreast of innovative trends in curriculum and instructional delivery, students' success, educational research, school improvement and parental involvement.
18. Perform other duties as assigned.

EDUCATION:

Bachelor degree. Postgraduate coursework preferred.

EXPERIENCE:

Minimum 5 years relevant experience preferred; internal and external communication for, or on behalf of, a public agency; awareness of applicable state and federal laws regarding open meetings, public records act, campus access rights, FERPA, public communications, conflict of interest and privacy rights; oral and written communication; crisis management; leadership messaging; media relations; parent engagement; community relations and outreach; digital media (blogs, websites, Facebook,

Twitter, newsletters and other content); problem-solving and analysis; working with a diverse group of stakeholders; project planning and coordination.

CERTIFICATES, LICENSE, REGISTRATIONS:

Valid California Driver's License

PHYSICAL REQUIREMENTS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to communicate to exchange information in person and on the telephone; hearing and speaking to model clear English speech; prepare and inspect documents and other written materials; operate office and communication equipment requiring repetitive hand movement and fine coordination; remain in a stationary position for extended periods of time; sufficient mobility to visit district sites and county/agency offices.

Medical Category I:

1. Position requires normal physical strength and endurance for standing, sitting, bending, or walking.
2. Work assignments are normally located in a work environment with light physical work and requires light physical effort.
3. Lifting 25 pounds maximum or carrying any object weighing over 15 pounds.

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee frequently works in indoor environmental conditions. The employee is occasionally exposed to video display and occasionally works evenings and on weekends. The employee occasionally uses personal vehicle for work-related travel. The noise level in the work environment is usually moderate.

Adopted: May 21, 2014

Revised: September 2, 2015

The Rocklin Unified School District does not discriminate on the basis of color, race, religion, ancestry, national origin, age, sex, sexual orientation, gender, ethnic group identification, mental or physical disability in its educational programs, activities, or employment. All educational opportunities will be offered without regard to color, race, religion, ancestry, national origin, age, sex, sexual orientation, gender, ethnic group identification, mental or physical disability.

No person shall be denied employment solely because of any impairment which is unrelated to the ability to engage in activities involved in the position(s) or program for which application has been made. It is the responsibility of the applicant to notify the employer of any necessary modifications to the job or work site in order to determine whether the employer can reasonably accommodate any known disability.

The Rocklin Unified School District maintains a tobacco-free, drug-free environment.