



Sequoia Union High School District

Job Description

JOB TITLE:	Executive Assistant to the Superintendent – Communications Specialist
REPORTS TO:	Superintendent
CLASSIFICATION:	Confidential
SALARY SCHEDULE:	Confidential Salary Schedule – Range 23.5
WORK - YEAR / HOURS:	12 months / 7.5 hours
LOCATION:	District Office
BOARD APPROVAL:	10/11/17

DEFINITION

Under the direction of the Superintendent, performs a variety of highly complex administrative and clerical tasks; interprets district policies and practices to officials, staff, and the public; plans, coordinates and organizes activities, public relations and flow of communication and information for the superintendent. This position participates in the planning, developing, and administering of the district's public information program and is responsible for the broad areas of public information, media liaison, and printed/electronic communications regarding the district.

EXAMPLES OF DUTIES AND RESPONSIBILITIES

ESSENTIAL DUTIES

- Manage a comprehensive communications program for diverse audiences, using a variety of media and techniques; prepare and disseminate new releases, highlights, informational materials, brochures and pamphlets concerning board policies and actions, educational programs and activities, and general information about the school district.
- Coordinate and organize public relations and related communication activities for the Superintendent; prepare and assure access to a variety of documents, files and other paper work for the public; develop and manage informational material to be used in the District or with the public; write copy, edit material, arrange for printing, and distribution of materials for District newsletters, publications, and brochures; establish and maintain positive working relationships with both the print and broadcast media; maintain an information service for handling questions concerning the district programs and activities; monitor and update the District's social media and web content.
- Represent the Superintendent at special events as assigned; communicate with a variety of agencies and members of the community to enhance public relations; assist in composing public presentations; communicate on behalf of the District in its relationships with other districts, government agencies, and community based organizations.
- Perform special projects and prepare various forms and reports on behalf of the Superintendent; attend to administrative details on special matters as assigned; perform varied duties related to the Superintendent's responsibilities; schedule student, staff and community recognitions; plan and coordinates special events and activities as required.
- Respond to public and staff requests for information and provide assistance on routine matters as well as sensitive and confidential situations. Receive and process all Public Records Act requests in a timely manner.

- Maintains contracts on behalf of the Board and Superintendent with outside groups and special organizations, including state wide organizations in the education functions Perform difficult, complex and responsible clerical work; prepare reports that require considerable independent judgment; compose difficult correspondence independently on a variety of matters; compile and type various letters, reports and statistical data.
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- Performs other related duties as assigned.

QUALIFICATIONS

KNOWLEDGE OR ABILITY IN THE FOLLOWING AREAS:

- Manage multiple projects with a demonstrated ability to complete tasks within established timeframes
- Skill in current computer applications such as word processing, presentation preparation software, and spreadsheets/databases
- Ability to perform a variety of complex clerical and administrative work involving use of independent judgement and requiring accuracy and speed
- Working knowledge of best practice office organization, procedures, and practices
- iMovie, InDesign or similar
- Work flexible hours, and adjust to flexible assignments often with short notice
- The ability to interact and apply school district policies, laws, rules and regulations; perform difficult and responsible secretarial work with speed and accuracy
- Analyze situations and make decisions in procedural matters without immediate supervision; take and transcribe text of meeting
- Exceptional technical writing skills
- Technology savvy with the ability to learn new programs quickly
- Experience in working in an understanding key social media and editing software
- Ability to use desktop publishing and photo/video creation and editing software

TRAINING AND EXPERIENCE

- Bachelor's degree in English, Public Relations, Communications or closely related field or the equivalent experience
- Minimum three years' experience in marketing and/or communications
- Experience working in a public school arena desirable
- Ability to speak Spanish preferred

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 frequently required to sit and talk or hear. The employee is occasionally required to stand, walk, and reach with hands and arms. The employee must occasionally lift and/or move up to 15 pounds. Specific vision abilities required by this job include close vision, color vision, and ability to adjust focus.

OTHER REQUIREMENTS

- Department of Justice fingerprint clearance.
- Evidence of Tuberculosis clearance.