

Rocklin Unified School District

2615 Sierra Meadows Drive, Rocklin, CA 95677
(916) 624-2428 / www.rocklinusd.org



Job Description

POSITION TITLE:	Communications Technician I
SALARY PLACEMENT:	Confidential Employee Salary Schedule

SUMMARY:

Under the supervision of the Chief of Communications and Community Engagement, the Communications Technician I is responsible for assisting with the marketing of Rocklin Unified School District (RUSD), its public relations strategy and the delivery of social media campaigns ensuring organizational values, objectives, and goals are achieved. Development and implementation of public relations plans and strategies; organizing and executing events; conduct research to support public relations planning; support relations with stakeholders, media, vendors etc. and perform general administrative and clerical duties.

SUPERVISOR:

This position reports directly to the Chief of Communications and Community Engagement.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

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

- Responsible for day-to-day coordination of information and communication activities (internal and external) with the public and staff under the direction of the Chief of Communications and Community Engagement
- Managing Communications and other District web pages as needed
- Distributes information via printed materials, social media and messenger under the direction of the Chief of Communications and Community Engagement
- Process and approval of flyer distribution to schools
- Edits materials designed for internal and external communications for credibility, understandability, readability, format, style, content, grammar and composition
- Assisting in the development of and presentation of information to stakeholders in multiple formats and venues (board communication, power point, videos, etc.)
- Assists TV media crews at RUSD events
- Researching mass media, interviewing individuals for internal communications
- Conducting interviews and photographing students, teachers, staff, public and events for publications and other uses
- Attending, photographing and reporting on District events and activities as assigned
- Editing pictures and posting them on the web/social media
- Preparing and maintaining a variety of reports, correspondences and files related to communications
- Supporting the effective responses to emergency situations by supporting the consistent flow of factual information to key audiences
- Performing a variety of specialized duties in the research, preparation, composition, design, editing and distribution of a variety of materials in print and/or electronic media format
- Serving as a resource to district administrators and staff and providing information related to communications and public relations
- Researching, preparing, composing, designing and distributing a variety of materials including but not limiting to press releases, correspondences, flyers, brochures, presentations, guides, camera-ready art work and web-based documents in support of established communication goals
- Coordinating and setting up meetings
- Responding to phone calls, e-mails, letters and other communications
- Coordinating, scheduling and preparing Site Strategic Planning meetings
- Preparing necessary documents/training material
- Ordering supplies

- Assist in monitoring and tracking the department's budgetary process
- Composes letters or memos from brief notes, oral instructions, or own knowledge of subject matter, prepares meeting minutes, prepares agendas/presentations
- Performs other related duties as required

Knowledge of:

- Proper office methods and practices, including filing systems, business correspondence, telephone techniques
- Proper English usage, grammar, spelling, vocabulary, and punctuation
- Relevant State and Federal laws, regulations, and procedures
- Office management principles, methods, and procedures

Ability to:

- Effectively utilize computer and computer technology for information management and data gathering
- Operate standard office equipment including printer, copier, and calculator
- Display knowledge and understanding of media and advertising
- Assist in planning, organizing, and coordinating a variety of projects
- Plan and establish priorities and simultaneously perform a variety of duties
- Communicate effectively and maintain professional relationships with a diverse base of individuals
- Work efficiently under stringent deadlines
- Prepare and present clear and concise reports
- Type accurately at a rate of 55 words per minute

EDUCATION:

Combination of education and training equivalent to two years of college with focus in communications media and/or computer application principles and practices recommended.

EXPERIENCE:

Two years of technical communications/media experience.

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 talk or hear. The employee frequently is required to stand, walk, sit, use hands, and reach with hands and arms. The employee is occasionally required to stand and walk. Specific vision abilities required by this job include close vision and ability to adjust focus.

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 Date: December 14, 2016

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.