

**TITLE:** COMMUNICATIONS SUPERVISOR

**QUALIFICATIONS:**

1. Bachelor's Degree in communications, public relations, information systems, business administration or other related area and/or four years of successful experience in related area
2. Knowledge and experience of principles and practices in effective public relations and mass-media communications
3. Ability to communicate effectively with media representatives, staff, students, parents and community; ability to develop and maintain effective working relationships with variety of groups
4. Ability to fluently speak, read and write English and Spanish; training and/or experience in oral and written translation
5. Knowledge, skills and abilities required to develop and produce variety of television, radio, print and electronic media communications; knowledge of worldwide web, trends and potential uses related to public education
6. Knowledge and experience of principles and practices in effective supervision
7. Knowledge of and experience in use of variety of office machines, word processing and desktop publishing software to produce brochures, news releases, reports and other miscellaneous documents
8. Experience in use of video and graphic design software, including, but not limited to Adobe Creative Suite
9. Experience in digital photography, including, but not limited to DSLR cameras
10. Knowledge in maintenance of communications equipment and ability to make recommendations for repair and acquisition of necessary equipment
11. Possession of valid California driver's license and personal automobile for use on district business

**REPORTS TO:** Administrator as assigned

**SUPERVISES:** Staff as assigned

**JOB GOAL:** To assist in providing staff, students, community, and media with information and services to enable understanding of District programs, activities and actions

**PERFORMANCE RESPONSIBILITIES:**

1. Assists department head in development and dissemination of information to District constituencies through variety of communications strategies
2. Prepares and provides public information through print and electronic news releases, conferences, public service announcements, media advisories and other methods as assigned
3. Supervises and coordinates districtwide translation services for departments, schools, such as, but not limited to written documents and presentations and live verbal translation during events/meetings; trains and supervises translators and other department staff as assigned
4. Serves as resource to department and school staff in the design and production of newsletters, brochures, banners and event materials, and other documents
5. Attends districtwide events to provide photography and write district website communications as assigned
6. Assists in management of the district website in uploading current, relevant, and accurate content and images
7. Assists in design and production of district publications, including, but not limited to, Guide for Parents and Students, Direct Connection, and bus route schedules
8. Develops and maintains effective working relationships with news media and community agencies; serves as District spokesperson as assigned

9. Attends, records and assists in translation, media relations, photography, and produces monthly event video for Board of Education meetings
10. Assists with promoting District programs and events via social media channels
11. Assist in photography and promotion of employee recognition programs, including, but not limited to, BCSD's Employee Excellence Program
12. Assists in setup of audio visual equipment at district events and meetings
13. Manages special projects as requested by Superintendent
14. Performs other related duties as assigned

**TERMS OF EMPLOYMENT:** Salary and work year according to current schedule; supervisory salary schedule, class 22

**EVALUATION:** Performance of this job will be evaluated in accordance with the district's "Improvement of Professional Services" handbook, Board Policies and Procedures and consistent with collective bargaining agreements when applicable.