



RIALTO UNIFIED SCHOOL DISTRICT CLASSIFIED

COMMUNICATIONS AND MEDIA TECHNICIAN

DEFINITION:

Under the direction of an assigned Administrator or Supervisor, assists in collecting, writing and disseminating information concerning the programs, activities, objectives and staff of the District; support District's Information Technology Department to coordinate regular evaluation of web pages for ease of use, accuracy and up-to-date links; relieve the administrator in Communications and Media Services of clerical and secretarial function; assist in planning, organizing and executing programs, projects and special events related to the function of Communications and Media Services; perform other job-related duties as assigned and/or as required.

ESSENTIAL DUTIES

- Assist in the implementation and maintenance of a comprehensive communications program, using a variety of media and techniques.
- Assist in the preparation and dissemination of news releases, informational materials, brochures and pamphlets, consisting of hard and electronic copies, concerning educational programs, activities and general information about the District and the policies and actions of the Governing Board while incorporating graphic design and mass media elements as means of effective communication.
- Catalog official District images, videos and assorted media for implementation in digital signage and web campaigns.
- Serve as District Webmaster responsible for regularly updating and maintaining information and media on the District webpage with support from Technology Services.
- Maintain and coordinates the usage of District Office audio/visual technology equipment for presentation/meeting usage.
- Coordinate the duplication and dissemination of Rialto Unified School District (RUSD) media to the public.
- Assist the administrator of Communications and Media Services with news media relations by logging and responding to media inquiries; maintains updated media databases; write and disseminates news releases.
- Assist with communication updates and news releases on social media platforms.
- Assist in the planning, development and coordination of the District's web page.
- Respond to inquiries about District issues and operations, statistical data, policies and procedures by answering questions, making appropriate referrals or making appointments with the proper administrator.
- Prepare correspondence, statistical data and reports, independently or from general instructions.
- Maintain records for Communications and Media Services; prepare requisitions for supplies as needed; provide budgeting estimates for supplies and equipment.
- Maintain compliance with rules, regulations, laws and policies governing District and public relations functions.
- Make appointments for meetings, institutes or conferences; attend meetings, takes notes of proceedings; prepare minutes for distribution.
- Assist in the planning, organization and execution of special events.

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- Perform a variety of complex, responsible clerical tasks; relieve administrator or supervisor of administrative clerical detail.
- Perform other job-related duties as assigned and/or as required.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

- Principles and practices of public relations, community relations and communication programs.
- Correct English usage, spelling, grammar, punctuation and composition.
- Elements of writing news releases and other materials for news media.
- Modern office organization, procedures and practices, standard office equipment, data management, storage and retrieval systems.
- Advanced software applications that include word processing, spreadsheets, databases and the internet.
- Digital publishing techniques and software applications.
- Special event planning and project management.

ABILITY TO:

- Perform a variety of complex clerical and secretarial tasks involving use of independent judgment with accuracy and speed.
- Manage the smooth operation of a high-volume office.
- Operate standard office equipment.
- Effective use of advanced computer operations, the internet and other technology pertinent to the Communications and Media Services.
- Understand and carry out oral and written instructions.
- Understand the needs of an intended audience in order to effectively communicate orally and in writing.
- Independently compose correspondence, news releases and articles describing complex issues or programs.
- Perform in a variety of situations requiring specialized knowledge, tact and good judgment.
- Establish and maintain cooperation working relationships and maintain a calm and tactful manner.
- Drive a vehicle to conduct work.
- Meet deadlines in an office atmosphere of frequent interruptions and changes in task priority.

EDUCATION AND EXPERIENCE:

EDUCATION:

Verification of an AA degree, or higher degree, with coursework in public relations, communications, marketing, journalism or a related field.

EXPERIENCE:

Two years of experience in public relations, communications, marketing, journalism or a related field; preferably in an educational setting.

Recent job-related experience within the last five years is required.

LICENSES, CERTIFICATIONS AND OTHER REQUIREMENTS:

- Verification of a valid California Motor Vehicle Operator's License; a private vehicle is required.
- Insurability by the District's liability insurance carrier is required.

PREFERRED QUALIFICATIONS:

N/A

WORKING CONDITIONS:

ENVIRONMENT:

Indoor, office work environment.

Outside environment.

PHYSICAL-ELEMENTS:

The physical requirements indicated below are examples of the physical aspects that the position classification must perform in carrying out essential job functions.

- Will frequently exert 20 to 30 pounds of force to lift, carry, push, pull or otherwise move objects.
- Will sit most of the time, but will walk or stand for brief periods
- Must be capable of perceiving the nature of sound.
- Must possess visual acuity and depth of perception.
- Must be capable of providing oral information, both in person and over the telephone.
- Must possess the manual dexterity to operate a computer keyboard and other business-related equipment and to handle and work with various objects and materials.

Reasonable accommodation may be made to enable a person with a disability to perform the essential functions of the job.

POTENTIAL HAZARDS:

N/A

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