



RIALTO UNIFIED SCHOOL DISTRICT

182 E. Walnut Avenue, Rialto, CA 92376

Bulletin No. 74

The Board of Education of the Rialto Unified School District announces a Classified Management vacancy for the position of:

MULTI-MEDIA MARKETING INNOVATOR

CLOSING DATE: by 4:00 p.m. on Friday, November 16, 2018

NATURE OF THE WORK

Under the general direction of the Agent: Communication/Media Services, develops marketing strategies to increase the visibility and recognition of the District's strategic plan, schools and programs; assists in collecting, writing and disseminating information concerning the programs, activities, objectives and staff of the District.

MAJOR RESPONSIBILITIES

- Manages all District social media accounts, including regularly posting district highlights, videos, press releases, and various pieces of content to all of the District's social media channels; researching social media trends and applying current strategies to increase engagement, running reports and analyzing statistics to determine effectiveness of social media campaigns;
- Serves as the graphic designer for the district by using professional grade software; responsible for creating and updating district flyers from various departments on a timely basis and with a consistent District look, while simultaneously managing several high-profile projects;
- Using professional grade hardware and software, responsible for creating, editing and managing video content and motion graphics;
- Responsible for development, creative design, implementation, tracking, and maintenance of marketing promotions and initiatives across all print and digital channels; such as web, email and mobile applications targeted towards achieving the District's vision;
- Increase brand visibility and loyalty with online communities through conversations on current events, promotions and district schools, programs, and services;
- Responsible for creating the brand's overall look and feel;
- Develop, implement and evaluate an annual marketing plan and schedule;
- Create marketing campaigns to support the organizations mission, programs, schools and special events;
- Assists in the implementation and maintenance of a comprehensive communications program, using a variety of media and techniques;
- Participate in strategic planning;
- Develop brochures and other print materials, create visually appealing promotional materials, advertisements, signage and event flyers for all District needs;
- Work collaboratively with staff to develop and coordinate special projects within accelerated timeframes;
- Perform market research, and assist with digital media videos;
- Assist with planning and development of annual event marketing materials;
- Keep current with technology and advise District on innovative marketing methods and trends;
- Take photographs and edits, using professional grade software, for use in print and online materials;
- Assists in the planning, development and coordination of the District's web page and its visual identity;
- Assists in the planning, organization and execution of special events hosted by the District;
- Performs other related duties as assigned and/or required.

A complete job description can be found on our website at www.rialto.k12.ca.us.

SCHOOL DISTRICT

The Rialto Unified School District is located in the San Bernardino Valley and includes the City of Rialto and portions of the cities of San Bernardino, Colton and Fontana. Rialto has an ethnically rich and diverse community. The student population is approximately 82% Latino, 11% African-American, 4% Caucasian, and 3% other groups. The District is the 42nd largest among California's 1,028 school districts. The District serves approximately 25,000 students, pre-school through 12th grade. The community endorsed a \$98 million bond for new facilities and renovation of some older facilities.

SCHOOL DISTRICT –continued: The District’s leadership is committed to promoting continued increased student achievement, fiscal responsibility and solvency, and a safe learning and working environment for enrichment and support to our students, staff and communities. On-going staff development, teacher training, and the recruitment of the most knowledgeable, highly energetic, and committed personnel will promote a model working and learning environment throughout the District. The annual “Puttin’ on the Ritz” for Rialto Fine Arts Gala, exclusively highlights the talents of District students. Student performances and artwork are showcased raising more than \$350,000 to enhance the visual and performing arts and support classroom teachers.

THE COMMUNITY

The City of Rialto lies just north of Interstate 10, and south of Interstate 210, between the cities of San Bernardino and Fontana. Rapid growth during the 1950's and 1960's changed the City from a citrus-growing area to a residential community. Housing in Rialto includes apartments and homes, which are attractive, modern and affordable. Major shopping malls are located in the surrounding area. The majority of the residents work in nearby cities and areas; however, the City of Rialto maintains a very separate identity and provides the full services expected in a community of approximately 100,000. Cooperation and business relations between the School District and the City Government remain positive and proactive.

ACADEMIC REQUIREMENTS, PREPARATION AND TRAINING

- A minimum of two years full-time paid media experience in the public or private sector which demonstrates the ability to perform the duties of the position and one year of graphic design experience;
- Experience in professional public relations experience encompassing writing, photography and communications is preferred.
- Associate of Arts degree with supplemental course work in Journalism, Communications, Marketing, Public Relations or other closely related field; Bachelor’s degree preferred.

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, data bases and the internet; desktop publishing techniques and software applications; special event planning and project management; video and photography editing.

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; type at a net corrected speed of 45 words per minute from a clear copy; operate standard office equipment; effective use of advanced computer operations, the internet and other technology pertinent to the Communications Department; 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; creatively and effectively analyze situations and problems and adopt effective, appropriate courses of action; establish and maintain cooperation working relationships and maintain a calm and tactful manner; remain flexible, work efficiently and meet deadlines in an office atmosphere of frequent interruptions and changes in task priority.

SALARY AND TERMS

Based on the current Management Salary Schedule, the salary will be \$88,764 - \$92,351 for 210 days.

BENEFITS

Fully paid Medical, Dental, Vision, and Basic Life Insurance above and beyond the salary for the employee and eligible dependents.

SELECTION PROCEDURE

A screening committee will evaluate all application materials for each applicant. Those who are considered to best meet the requirements for the position will be scheduled for a personal interview. The District Superintendent of Schools will make the final selection for recommendation to the Board of Education.

DISQUALIFICATION

While applicants are encouraged to research the community and the school system, anyone who attempts to directly contact individual Board Members, or the Superintendent with the intent of influencing the decision of the Board, will be considered to have disqualified herself/himself from candidacy for the position.

APPLICATION PROCEDURE

Applications from qualified candidates are invited. A complete application file consists of:

- A completed certificated EDJOIN application;
- Letter of Intent;
- An up-to-date resume;
- Three Letters of Recommendation that are dated and signed, within the last 2 years,
(Note: Electronic signatures will be accepted);
- Proof of appropriate degree as stated under Academic Requirements from an accredited university

Applicants must meet minimum qualifications and provide all necessary materials on-line prior to the stated deadline in order to qualify as a candidate.

To submit an application you must log onto www.EDJOIN.org. Applicants are responsible for assuring that Personnel receive the online submission of their complete application before the deadline date. For questions regarding the position, you may contact Personnel Services at (909)820-7700 ext. 2423.

AN INCOMPLETE AND/OR LATE APPLICATION PACKET WILL NOT BE CONSIDERED