

## **COMMUNICATIONS WEB TECHNICIAN**

### **DEFINITION**

Under the general direction of the Communications Director, assists in collecting, writing and disseminating information concerning the programs, activities, objectives and staff of the District; works cooperatively with the District's Information Technology Department to coordinate regular evaluation of web pages for ease of use, accuracy and up-to-date links; relieves Communications Director of a wide variety of office and other related duties by performing secretarial functions as well as assisting in planning, organizing and executing programs, projects and special events related to the function of the Communications Department; performs other duties as assigned and/or required.

### **ESSENTIAL DUTIES**

- Assists in the implementation and maintenance of a comprehensive communications program, using a variety of media and techniques
- Assists 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 School District and the policies and actions of the Governing Board while incorporating graphic design and mass media elements as means of effective communication
- Regularly updates and maintains the District's digital signage, visual information system, with support from the Information Technology Department
- Catalogs official District images, videos and assorted media for implementation in digital signage and web campaigns
- Serves as District Webmaster responsible for regularly updating and maintaining information and media on the District webpage with support from the Information Technology
- Maintains and coordinates the usage of District Office audio/visual technology equipment for presentation/meeting usage
- Coordinates the duplication and dissemination of RUSD media to the public
- Assists the Communications Director with news media relations by logging and responding to media inquiries; maintains updated media data bases; writes and disseminates news releases
- Assists in the planning, development and coordination of the District's web page
- Responds to inquiries about school district issues and operations, statistical data, policies and procedures by answering questions, making appropriate referrals or making appointments with the proper administrator
- Prepares correspondence, statistical data and reports, independently or from general instructions
- Maintains records for the Communications Services Department; prepares requisitions for supplies as needed and provides budgeting estimates of supplies and equipment
- Learns rules, regulations, laws and policies governing District and public relations functions
- Makes appointments for meetings, institutes or conferences; attends meetings, takes notes of proceedings and prepares minutes for distribution
- Assists in the planning, organization and execution of special events
- Performs a variety of complex, responsible secretarial tasks; relieves supervisor of administrative detail

### **QUALIFICATIONS**

**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.

**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.

### **PHYSICAL DEMANDS**

The physical requirements indicated below are examples of the physical aspects that persons within this 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 dept 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.

### **EXPERIENCE AND EDUCATION**

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

**Education:** Verification of an AA degree or higher degree in public relations, communications, marketing, journalism or a related field.

**License Requirement:** Possession of a valid California Motor Vehicle Operator's License; a private vehicle is required.

**Condition of Employment:** Insurability by the District's liability insurance carrier.

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