



CLASSIFIED
Job Class Description
Equal Employment Opportunity

MADERA UNIFIED SCHOOL DISTRICT
PERSONNEL COMMISSION
APPROVED MOTION NO. 61-2020/21
DOCUMENT NO. 34-2020/21
DATED 06/28/2021

COMMUNICATIONS TECHNICIAN – BILINGUAL SPANISH

DEPARTMENT/SITE: Accountability and
Communications

REPORTS TO: Executive Director of Account-
ability and Communications

SALARY SCHEDULE: Classified

SALARY RANGE: 27

WORK YEAR: 12 Months (261 Days)

FLSA: Non-Exempt

PURPOSE STATEMENT:

Under the general supervision of the Executive Director of Accountability and Communications, the Communications Technician – Bilingual Spanish will support the development of District-level communication, promotional and marketing information and materials in Spanish and interpret complex written translation work of various documents and activities into Spanish or English which will be used to market school and District programs and activities. This includes, but is not limited to, the day-to-day operations of district and school websites, social media, video, and graphic creation. Interpret for all meetings assigned to the Communications and Accountability department such as, but not limited to, committee and community meetings. This class assists in establishing, in Spanish, clear and positive information about the District and its school sites and activities which directly supports student learning and achievement.

DISTINGUISHING CHARACTERISTICS

Positions in this class work from the District Office to support and enhance District and school-site web and social media presence and communications outreach efforts to more effectively link and serve the community of students, parents, and the public whose primary language is Spanish.

ESSENTIAL FUNCTIONS, DUTIES, AND TASKS:

The following alphabetical list of functions, duties, and tasks is typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform other closely related or department-specific functions, duties, and tasks from those set forth below to address business needs and changing business practices.

- Creates written content and designs graphics with the purpose of keeping the community informed in an easy-to-understand manner, which includes content creation, design and layout of various publications and marketing material (Digital and Print) with a primary focus on creating and developing communications for Spanish speaking families.
- Creates written content and designs graphics with the purpose of keeping the Spanish language community informed in an easy to understand manner. Which includes content creation, design, and layout of various publications and marketing material (Digital or Print) in Spanish language, or marketing programs and activities specific to the Spanish community. This includes but is not limited to Dual Language Immersion (DLI) and English Learner (EL) programs.
- Manages the day-to-day operations of the school websites as well as ongoing maintenance and updates with a primary focus on ensuring website communications meet the needs of Spanish speaking families and supports the District's website with Spanish language content.
- May assist with the school and/or District's adopted communication platform, supporting the development of weekly school newsletters and other critical communications with a focus on serving Spanish speaking families.

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- Performs clerical duties such as typing, preparing and maintaining records and files utilizing a variety of office equipment including a computer, copier, and phone.
- Prepares written translation from English to Spanish for a variety of documents (e.g. formal letters, general information, newsletters, newspaper articles, crisis communication, forms, brochures, correspondence, legal documents).
- Recreate and format documents utilizing a variety of word processing tools such as text boxes, headings, etc.
- Research legal terminology as needed for written translation in reference to Educational, Medical, and Psychological topics.
- Reviews and edits translated material for accuracy, context, readability, and style for the purpose of ensuring accuracy of information and complying with established guidelines.
- Translates and verbally interprets, for a variety of formalized meetings. This includes but is not limited to the Parent Advisory Committee (PAC) and the Local Control and Accountability Plan (LCAP) meetings held on evenings and weekends requiring flexibility in work schedule and/or overtime work.
- Uses a variety of online software in order to translate content into Spanish directly in the software used to create it. This includes but is not limited to web-based and graphic design platforms such as Adobe Suite, Google Suite, Canvas, Lucidchart, etc.
- Works closely with the Principal, Vice Principal, Administrative Assistant, and other staff to support school communication activities with a focus on serving Spanish speaking families.
- Performs other related duties as assigned for ensuring the efficient and effective functioning of the work unit and the District, including various mandatory District trainings.

KNOWLEDGE, SKILLS, AND ABILITIES

(At time of application)

Knowledge of:

- Communications media and their most effective uses, including print, radio, and television.
- Appropriate media contacts regarding given issues and circumstances
- Social media platforms and communication styles
- Utilization of social media
- Oral and written communication skills
- District organization, operations, practices, objectives, and goals
- Strong proficiency in Microsoft Office, Adobe Photoshop Professional, iMovie, and other Software Applications
- The application and utilization of infographics in the development of marketing materials
- Correct English usage, grammar, spelling, punctuation, and vocabulary
- ADA website compliance WCAG2.0 standards
- Basic math, including calculations using fractions, percentages, and/or ratios
- Oral presentation principles and practices
- Extensive vocabulary and correct usage, grammar, syntax, spelling and punctuation of English and Spanish
- Correct oral and written usage of English and Spanish
- Simultaneous and consecutive interpretation techniques
- Operation of standard office equipment
- Computer usage and assigned software
- Current office practices, equipment and procedures
- Cultural differences
- Customer service principles and practices

Skills and Abilities to:

- Handle basic web programming, including knowledge of HTML and CSS.

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- Design and maintain assigned school websites using District-standard software Word Press
- Meet strict deadlines and commitments
- Adapt and pick up new skills quickly
- Establish and maintain positive and effective interpersonal and communication skills
- Recognize and value the importance of customer service
- Be thorough and precise in accomplishing assigned work and have excellent follow-up
- Performing a variety of tasks applying an eclectic blend of talents and skills
- Motivate and organizing others
- Maintain strong attention to detail and be highly organized
- Apply technology proficiently to the successful completion of all assignments
- Establish and maintain an effective and savvy presence in a variety of social media platforms
- Model responsible social media protocols and correct grammar in all final work products
- Design appealing and effective graphic presentations and layouts on Web and social media pages and in print media using assigned District-standard software (e.g., Adobe Suite programs such as Photoshop, Illustrator, and Premiere Pro)
- Apply correct English grammar, spelling, punctuation, and effective style to produce good quality text material
- Apply and incorporate video journalism and photography concepts and practices to work products
- Communicate effectively and courteously with contacts within and outside the District.
- Implementation of ADA website compliance WCAG2.0 standards and maintenance of the school websites to that level.
- Prepare and maintain accurate records
- Schedule a number of activities, meetings, and/or events
- Work with a diversity of individuals and/or groups in a wide variety of circumstances
- Operate a variety of office equipment including a computer and assigned software;
- Communicate effectively both orally and writing
- Establish and maintain cooperative and effective working relationships with others
- Type and input data at an acceptable rate of speed
- Understand and follow oral and written instructions
- Meet schedules and timelines
- Maintain records and files
- Maintain confidentiality of sensitive and privileged information
- Provide quality customer service

RESPONSIBILITY:

Responsibilities include working under direct supervision using standardized routines; providing information and/or advising others; and operating within a defined budget. Utilization of resources from other work units is often required to perform the job's functions. There is a continual opportunity to have some impact on the Organization's services.

JOB QUALIFICATIONS / REQUIREMENTS:

(At time of application and in addition to the Knowledge, Skills, and Abilities listed above)

EDUCATION REQUIRED:

Associate of Arts (A.A.) /Associate of Science is required, with a preference for significant coursework in communication, graphic design, marketing, video production, journalism, or a related field. A Bachelors' degree is preferred.

OR

An equivalent combination of education, work experience, and certifications that demonstrates possession of the requisite knowledge, skills, and abilities of the position may be substituted.

EXPERIENCE REQUIRED:

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One year of work experience in communications or related field (i.e. graphic design, marketing, video production, journalism, etc.). Some work experience in a public setting is desirable. In addition, two years of experience translating written documents from English to Spanish and providing simultaneous oral interpretation services.

LICENSE(S) REQUIRED:

- Valid, current California Driver's License to drive personal or district vehicle to travel within and outside the District for meetings, training sessions, and assisting staff at school sites.

CERTIFICATIONS AND TESTING REQUIRED:

- Pass the District's applicable proficiency exam for the job class with a satisfactory score
- After offer of employment, obtain:
 - Criminal Justice and FBI Fingerprint Clearance
 - Negative TB test result plus periodic post-employment retest as required (currently every four years)

WORK ENVIRONMENT / PHYSICAL DEMANDS:

(Must be performed with or without reasonable accommodations)

- Work is primarily indoors and requires sitting for extended periods of time with some walking and standing
- Lift objects such as boxes containing documents weighing up to 35 pounds
- Bending at the waist, kneeling or crouching to file materials or access equipment, carrying, pushing and/or pulling
- Dexterity of hands and fingers to operate a computer keyboard, video and photography cameras, and maintain paper files and documents
- Use hands and fingers to grasp, hold and manipulate objects
- Kneeling, bending at the waist, sitting, squatting, stretching and reaching overhead, above the shoulders and horizontally to retrieve and store equipment, files and supplies
- Hearing and speaking to exchange information in person or on the telephone
- Visual acuity to see/read documents and computer screen
- Occasional operation of a personal vehicle to travel within and outside the district for meetings, training sessions and assisting staff at school sites
- Exposure to intermittent noise and interruptions typical of a school environment and public events
- Potential for contact with blood-borne pathogens and communicable diseases