

Madera Unified School District Classified Job Description

Communications Analyst

Purpose Statement

The Communications Analyst will coordinate the development and communication of strong organizational messaging and materials to all internal and external constituents and coordinate major district wide events; additionally responsible for coordinating and measuring the effectiveness of marketing and communication activities implementing the organization's internal and external communication and marketing strategy which will be used to create clarity and consistency, change perceptions and mindsets and develop a culture of excellence.

This job reports to the Executive Director of Accountability and Communications.

Essential Functions

- Development, maintenance, management and implementation of a formalized communications request process for Madera Unified School Sites, District Office, utilizing all communications channels, i.e. print, video, web, email, social media outbound and inbound marketing capabilities.
- Develop standardized templates to be used by staff for the purposes of press releases, marketing communications, emergency protocol communications etc.
- Develop and maintain Customer Relationship Management(CRM) system to be used to differentiate and target specific communications across the community.
- Write and distribute district wide press releases along with coordination of releases to local media.
- Development of the narrative for strategic planning documents for both the federal and state such as the Local Accountability Plan and other documents
- Performs project analyses and uses a variety of data sources to analyze and determine areas to focus targeted messaging and communication to identified audiences.
- Facilitate and support periodic communications with school level community, weekly/biweekly communications, district communications (monthly superintendent's message video), newsletter-Just the Facts, and Madera Unified Glass.
- Analyze new trends and competitive activities to seek out innovative ways to build out communication channels to stakeholders.
- Coordination of vendors who support graphic design, videography, printing and other high quality marketing collateral needed.
- Manage and coordinate the development of the District Newspaper, i.e. Madera Unified We Believe Newspaper and/or any other District communications newspapers.

- Utilize story brand marketing to implement unique marketing campaigns district wide; develop and implement annual marketing and communication plans.

Other Functions

- Performs other related duties as assigned for the purpose of ensuring the efficient and effective functioning of the work unit.

Job Requirements:

Skills, Knowledge and Abilities

SKILLS of operating standard office equipment and using advanced software applications; special event planning; organizing and setting priorities; analyzing situations and adopting effective course of action; preparing reports and maintaining accurate records; addressing the public tactfully and courteously; proper use of English, grammar, spelling punctuation and vocabulary; showing initiative in planning and completing work tasks; planning and managing projects; maintaining cooperative working relationships; monitoring latest job related trends and technologies.

KNOWLEDGE of communications media and their most effective uses, including print, radio and television; appropriate media contacts regarding given issues and circumstances; utilization of social media and other; oral and written communication skills; strong proficiency in Microsoft Office, Adobe Photoshop Professional and other software Applications; Correct English usage, grammar, spelling, punctuation and vocabulary.

ABILITY to communicate in written form utilizing a journalistic and technical writing style; translate ideas and suggestions into an effective marketing campaign; gather analyze, evaluate and interpret information and data; create and edit short marketing and promotional videos; digest abstract and condense reports; proficiently use current technology for performance of duties including graphics design and publication/print software; read, understand, explain and implement technical material from manuals and journals; prepare effective oral presentations; maintain confidentiality of sensitive and privileged information; organize, edit, and lay out publications.

Responsibilities to include working under direct supervision using standardized routines; leading, guiding, and/or coordinating 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.

Working Environment

The usual and customary methods of performing the job's functions require the following physical demands: some lifting, carrying, pushing, and/or pulling; and significant fine finger dexterity. Generally the job requires 40% sitting, 30% walking, and 30% standing. This job is performed under minimal temperature variations

Minimum Qualifications

Experience: Four years of experience in Marketing, Communications or similar field.

Education: Bachelor's degree from an accredited university in one of the following;
communications, journalism, broadcasting media, marketing, public relations or related field.

Required Testing

Pre-employment Proficiency Test

Pre-employment Physical exam

Continuing Educ./Training

As needed

Certificates

None Specified

Clearances

DOJ/FBI/Background

Clearance

TB Clearance

Physical Demands (A)

FLSA Status

Non-exempt

Approval Date

Salary Range

Classified Salary Schedule – Range 50