

## **Madera Unified School District Classified Job Description**

### **Communications Assistant**

#### **Purpose Statement**

The Communications Assistant supports the development of the District's communication, promotional and marketing programs and messages materials internally and externally. The Communications Assistant supports the development of high quality promotional materials which will be used to market District programs and activities. This includes but not limited to the day-to-day operations of social media, video production and graphic creation.

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

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#### **Essential Functions**

- Creates design and layout of various publications. Illustrates concepts by designing layout of art and copy regarding arrangement, type size ,style and related aesthetic concepts.
- Assist with the marketing of District programs, events and activities by utilizing a wide array of communication channels such as web 2.0 technologies, social media, phone based applications and other communication tools.
- Creates and develops original marketing collateral and promotional materials which will be used to promote District programs and activities.
- Creates and develops videos which market District programs and activities.
- Updates and maintains the District's social media pages (Twitter, Facebook, LinkedIn etc).
- Provides content and graphic management of the Madera Unified website and other virtual technology such as social media. Stays abreast of emerging technology in the communications field and makes recommendations on tools the district should utilize in its communications strategy.
- Creates graphics or illustrations for special projects, events or programs, including displays, signs, flyers and brochures to be used in print and digital media. Prepares final layout and creates web production on press-ready packaged files.

- Designs, creates, produces and edits video or other digital media format outreach campaigns for use on websites, social media or other release tools.
- Assists with preparing and distributing press releases concerning activities across the District.
- Supports the development and distribution of the District newsletter; maintains current information regarding District programs.
- Assists with coordinating public information relative to new or developing programs.
- Assists with the maintenance of the District's websites which includes Madera Unified and Madera Unified Foundatin website.
- Supports the coodination of marketing communications activities for the District such as; special promotions, events for the public, marketing and public relations.
- Assists with coordinating community meetings for the development and updating of the Local Control Accountability plan.
- Assists with executing the District's marketing and outreach plan.
- Assist with maintaining Madera Unified family database through the identification of bad phone numbers, addresses, and email addresses and partnering with Student Services and the Family and Community Services department for follow up.

#### **Other Functions**

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

#### **Job Requirements:**

##### **Knowledge and Abilities**

**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. Ability to read and write in Spanish is preferred.

**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:** Two years of full-time professional experience in communications or related field (i.e. marketing, public relations or journalism work, graphic communications and production work).

**Education:** Bachelor's degree from an accredited college or 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

#### **Certificates**

None Specified

#### **Continuing Educ./Training**

None Specified

#### **Clearances**

Criminal Justice  
Fingerprint/Background Clearance  
TB Clearance  
Physical Demands (A)

#### **FLSA Status**

Non Exempt

#### **Approval Date**

#### **Salary Range**

Classified Salary Schedule – Range 38