

## SENIOR DIRECTOR OF COMMUNICATIONS

### DEFINITION

Plans, directs, and organizes the activities of the Office of Communications and Media Relations.

### TYPICAL DUTIES

Oversees the planning and development of activities in various areas such as internal and external communications, public relations, and media relations.

Develops and implements communication strategies for schools and Divisions, and develops District level communications programs for parents, the public and staff.

Travels to school sites to serve as media liaison or to provide communications support to administrators and other District staff.

Coordinates public information dissemination relative to new or developing programs; writes or reviews articles, press releases, reports, scripts, and statements; and advises District administrators on public-relations aspects.

Serves as District spokesperson for the Board of Education and the Superintendent of Schools in contacts with the media and a wide variety of public and private organizations.

Writes or reviews reports and speeches for the Superintendent of Schools and senior staff.

Coordinates media and editorial board briefings and press conferences.

Initiates and maintains communications with the non-English speaking media and the populations they represent.

Provides training for Board and staff members regarding relations with the news media.

Provides leadership for the Office of Communications and Media Relations and its programs.

Develops and sustains a collaborative team environment within the Office of Communications and Media Relations and any other reporting unit or office.

Provides immediate responsiveness to emergencies and crises at all times including receiving and assessing information, cooperating with news media and others, and informing and coordinating appropriate District personnel.

Performs related duties as assigned.

### DISTINGUISHING CHARACTERISTICS AMONG RELATED CLASSES

The Senior Director of Communications represents the District in the area of public information and communications, and directs the administration of activities of the Office of Communications and Media Relations.

The Chief of Communications, Engagement, and Collaboration is responsible for directing and implementing the District's communications, media, and engagement activities and strategies.

### SUPERVISION

Administrative direction is received from the Chief of Communications, Engagement and Collaboration. General direction is given to lower-level management and support staff.

## CLASS QUALIFICATIONS

### Knowledge of:

Communications media and their most effective uses, including print, radio and television media  
Appropriate media contacts regarding given issues and circumstances  
Principles and practices of broadcasting and television station administration  
Methods of evaluating broadcast programs  
Purposes and functions of federal and State agencies which support and regulate public and educational broadcasting  
The ethnic, cultural, geographic, and socio-economic diversity of the populations served by the District  
Comprehensive marketing and media processes including press releases, media relations, community outreach, social media and websites.  
The needs of the various communications and news media including print, radio, and television  
Principles of leadership  
Principles of organization and administration  
Current issues regarding the Los Angeles Unified School District  
Current issues regarding public education

### Ability to:

Present information in a proactive, complete and media-sensitive manner  
Communicate effectively both orally and in writing with the news media and the several publics served by the District  
Write clear, concise reports, articles, and speeches in easily understandable language  
Analyze emergent situations and programs and determine their public-relations aspects  
Develop and maintain effective relationships with personnel of news media, community leaders, administrators, and others  
Develop effective media and communications strategies for non-English speaking populations  
Act judiciously under pressure  
Supervise effectively  
Participate in and lead group discussions

## ENTRANCE QUALIFICATIONS

### Education:

Graduation from a recognized college or university with a bachelor's degree, preferably with courses in communications skills, television broadcasting, human relations, the history and philosophy of education, public administration, and educational administration.

### Experience:

Five years of professional experience within the last 10 years primarily in media and communications activities preferably including television broadcasting. At least two years of the experience must have included supervision or management experience and communications-media relationships involving programs or services regarding major public interest or public education issues.

### Special:

A valid driver's license to legally operate a motor vehicle in the State of California and the use of a motor vehicle.  
Ability to communicate in Spanish, both orally and in writing is highly preferable.

## SPECIAL NOTES

An employee in this class may be subject to the reporting requirements of the District's Conflict of Interest Code.

This class description is not a complete statement of essential functions, responsibilities, or requirements. Entrance requirements are representative of the minimum level of knowledge, skill, and/or abilities. To the extent permitted by law, management retains the discretion to add or change typical duties of a position at any time, as long as such addition or change is reasonably related to existing duties.

Revised  
11-07-24  
RGK/LKD