



COMMUNICATIONS AND PUBLIC AFFAIRS MANAGER

BASIC FUNCTION

Under general direction, serve as a subject matter expert and provide strategic guidance for a broad variety of communications and public information projects and programs of the District; provide expertise and program support in such areas as web design, video production, public information dissemination, social media, journalism, graphic design and other District communications activities; participate in and plan, create, develop and implement communication materials and requests for public records, from initial request through project completion, ensuring the dissemination of consistent, accurate and timely information across a variety of communication mediums.

REPRESENTATIVE DUTIES

The classification specification does not describe all duties performed by all incumbents within the class. This summary provides examples of typical tasks performed in this classification.

- Design, develop, prepare and support District communications activities, ranging from full scope to focused areas of internal and external communications plans and programs, multi-cultural outreach, digital communications, marketing, public relations and similar activities. “E”
- Create and lead the creation of various communication products including print media such as press releases, posters or graphic design as well as digital media such as web design, videos or social media communications; monitor all phases of projects, from conception to delivery ensuring deadlines are met. “E”
- Monitor internal communication channels and media reports in relation to assignments; determine appropriate responses and keep impacted parties up to date about particular situations. “E”
- Assist in building communications capacity throughout district and implement strategic communications initiatives and plans; plan, create, and execute various communication products for initiatives, programs, events, campaigns and activities designed to improve school, and community relations. “E”
- Research, create and distribute a variety of communication materials including promotional or informational materials, talking points, press releases that are clear, concise and engaging. “E”
- Coordinate, complete and manage public records requests, authorizations and release of records; analyze, process and respond to public records requests submitted to the District, in compliance with local, State and federal; law; coordinate with the District’s Office of General Counsel to evaluate whether any record or part of a record is exempt; redact records and prepare appropriate redaction and exemption logs, respond to appeals of denial of records requests, as appropriate. “E”
- Evaluate the effectiveness and reach of communication strategies through the use of analytics and other analysis techniques; recommend improvements to district communication products, technologies, strategies or campaigns. “E”
- Coordinate special events and lead communication projects concerning the school district; promote awareness surrounding district information or initiatives and share PPS accomplishments, needs and goals.
- Establish and maintain partnerships with District stakeholders to ensure consistent coverage, unified image and overall communication support; work with internal stakeholders on assignments to obtain accurate information and assist with appropriate and timely distribution of information. “E”
- Collaborate with communications team and internal project leaders to identify, develop and promote opportunities that share district message and positive events. “E”

- Participate in the planning and coordination of district programs, media events and press conferences; prepare work plans, strategies for information dissemination, “plan of day”, press kits, and talking points. “E”
- Maintain working knowledge of significant developments and trends in education and education policy as well as of new and emergent communication technologies or trends and their uses as vehicles to support communication goals. “E”
- Follow industry best practices and standards in the development and implementation of district communication standards; monitor various district communication mediums to insure adherence to standards. “E”
- Develop and participate in providing presentations, advice, training and coaching for district staff to enhance overall communications effectiveness. “E”
- Demonstrate a commitment to the Portland Public Schools Equity Initiative by developing a thorough knowledge and application of the district Racial Educational Equity Policy, Equity in Public Purchasing and Contracting and other board policies; participate in staff development, in-services and trainings related to diversity, equity and inclusion in the workplace and in K – 12 education; model appropriate behaviors; develop, recommend, implement and communicate improvements to school and business practices with awareness and understanding of their impact in a racially and culturally diverse community. “E”
- Insure delivery of high quality content in line with district policies, goals and initiatives; maintain communications with students, families and stakeholders for a diverse, multi-ethnic, multi-cultural and multilingual population. “E”
- Serve on district committees, initiatives or partnerships as assigned. “E”
- Perform other duties as assigned

Note: At the end of some of the duty statements there is an italicized “E”, which identifies essential duties required of the classification. This is strictly for use in compliance with the Americans with Disabilities Act.

DISTINGUISHING CHARACTERISTICS OF THE CLASS

The Communications and Public Affairs Manager serves as the contact and expert for a variety of specialized and general communications programs and activities of the District. Incumbents analyze situations accurately and act independently or with some direction to implement an effective course of action.

EMPLOYMENT STANDARDS

Knowledge of:

Digital, web page, social media, content and usability.

Journalistic and speech writing standards for written communications.

The ethnic, cultural, geographic, and socio-economic diversity of the populations served by the District.

Communications media, public relations principles, marketing techniques and public speaking techniques and their most effective uses.

Website layout, graphic design, social media and other developing communications media techniques.

Qualities of political judgment, discretion and confidentiality in the highest degree.

People and project management skills.

Oregon public records laws.

Word processing, web site, multi-media and presentation software.

Ability to:

Interpret, explain and apply a variety of complex laws, guidelines, initiatives, policies and procedures.

Communicate complex issues into clear and concise communications.

Demonstrate innovative thinking in approaching the dissemination of news and information.

Research and organize complex information; report in clear, concise, accurate language.

Write and proofread for multiple styles and communication mediums.

Develop story ideas on district services, programs, initiatives and special events.

Work in a fast paced environment and act judiciously under pressure.

Work on multiple projects at one time with constantly changing priorities and deadlines.

Adapt writing style and content for a variety of forums, communications and publications.

Communicate a culture of equity that is student centered.

Advocate, model, implement and communicate Portland Public School’s Racial Educational Equity Initiative and board policies.

Develop and implement communication plans, partnerships and effective communications strategies for multiple constituents within a richly diverse, multi-ethnic, multi-cultural and multilingual population.
Operate a variety of office machines, technologies and software.
Work effectively as part of a team

Education and Training:

A Bachelor's degree in journalism, communications, media, English, web design, graphic design or a related field is required.

Experience:

Three (3) years of professional-level work in any or all of the public information and communications fields, such as journalism, social media, public relations, video production, marketing, graphic or web design or related field. Experience working in urban school district and or complex public organization highly desirable.

Any other combination of education and experience that would likely provide the required knowledge and abilities may be considered.

Special Requirements:

Positions in this classification may require the use of a personal automobile and possession of a valid driver's license.

Work hours will include evening and weekend activities and meetings and employees are required to maintain a flexible schedule. Employees may occasionally receive little-to-no advance notice of change in work hours.

WORKING CONDITIONS

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Persons with certain disabilities may be capable of performing the essential duties of this class with or without reasonable accommodation, depending on the nature of the disability.

Work Environment: Work is performed primarily in a standard office and school building environment with public contact and frequent interruptions.

Hazards: Potential conflict situations.

Physical Demands: Primary functions require sufficient physical ability and mobility to work in an office setting; dexterity of hands and fingers to operate a computer keyboard and other office equipment; sitting or standing for extended periods of time; kneeling, bending at the waist, reaching overhead, above the shoulders and horizontally to retrieve and store files and supplies; lifting, pushing, pulling and carrying office equipment, supplies and materials weighing up to 25 pounds; repetitive hand movement and fine coordination to use a computer keyboard; hearing and speaking to exchange information in person or on the telephone; seeing to read, prepare and assure the accuracy of documents.

FLSA: Exempt
Bargaining Unit: N/A
Salary Grade: 32

Approval Date: December 6, 2016

Portland Public Schools recognizes the diversity and worth of all individuals and groups and their roles in society. The District is committed to equal opportunity and nondiscrimination in all its educational and employment activities. The District prohibits discrimination based on race; national or ethnic origin; color; sex; religion; age; sexual orientation; gender expression or identity; pregnancy; marital status; familial status; economic status or source of income; mental or physical disability or perceived disability; or military service.
Board of Education Policy 1.80.020-P