

CORONA NORCO UNIFIED SCHOOL DISTRICT**CLASS TITLE: COMMUNICATIONS ASSISTANT****BASIC FUNCTION:**

Under the general direction of the communications administrator, the communications assistant will perform clerical and technical support in implementing the communications program, and support communications within the district. The communications assistant carries out daily editorial support, translation support for print and online content to ensure all audiences and subgroups have access to timely and accurate information. The communications assistant also supports the multi-media specialist and public relations specialist. This position reports to the Communications Director.

DISTINGUISHING CHARACTERISTICS:

This classification requires knowledge of policies and operations of the office in which they work and must be able to apply this knowledge in the performance of their assigned tasks and to relate this information to the public and to staff members. This class will assist the public relations specialist, multimedia communication specialist with responding to the press, news and media.

ESSENTIAL DUTIES:

- Perform a wide variety of routine clerical duties to assist the Public Relations staff with administrative and clerical detail; organize office activities and coordinate flow of communications for assigned administration.
- Translate official district documents, as well as varied district, department, and school communications with high levels of accuracy utilizing established formats and templates; provide interpretation for parents as required and upon request in a variety of settings.
- Compose and type correspondence from general instructions and or guidelines.
- Prepare, write, proofread, edit and to translate technical or complex content for various audiences.
- Review and maintain records of flyers submitted for distribution to students and staff District-wide and ensure that flyers meet established District criteria.
- Perform research, fact-checking, editing, translating and posting articles at district as well as events.
- Operate a computer and related software to input, output, update, and access a variety of records and information; generate records, reports, lists, and summaries; operate standard office equipment.
- Assist in developing and implementing social media strategies, and support daily social media posts on appropriate platforms.
- Assist with maintaining and updating the news section of the district website, including content, graphic layout and links.
- Assist in planning presentations and student highlights at Board of Education meetings; attend board meetings; photograph and write articles on the presentations, showcases and board action for posting on social media.
- Assist in developing and producing video productions related to district related events.

- Assist in creating and maintain an email database of media contacts and parent contacts; develop method of news delivery for key community contacts and other stakeholders, including parents.
- Assist creating content and managing an emergency notification system to students, parents and stakeholders.

OTHER DUTIES:

Attend school and district events, as needed, to assist Multi-media Specialist and Public Relations Specialist for in-house publicity and local press coverage.
Perform other related duties as assigned.

KNOWLEDGE/ABILITIES:

Office procedures and practices, including filing systems, telephone etiquette and techniques, letter and report writing

Proper grammar, spelling, and punctuation, effective media presentation composition, layout and production of written material.

Applications such as publishing and design software, computers, social media and other electronic tools.

Methods of communication and media selection appropriate to a community with a diverse socio-economic population.

Proficiency in oral and written use of English and other designated language(s).

Current policies, procedures, practices as it relates to social media and public relations.

Communicate effectively, both verbally and in writing.

Use digital camera and video equipment with demonstrated ability to capture activities for reporting purposes.

Work collaboratively with people in a culturally diverse setting and with a variety of internal and external stakeholders.

Establish and maintain effective working relationships with administrators, supervisors, co-workers, school personnel, families, and the general public.

Effectively multi-task in a fast-paced, deadline intensive environment.

Meet multiple deadlines and manage concurrent projects.

EDUCATION AND EXPERIENCE:

Graduation from high school or equivalent education and an associate degree and one (1) year of responsible experience in work, which includes reporting or writing material for public relations, media communication or related field preferably in a public-school district, county office of education or comparable private or government agency.

LICENSE, CERTIFICATIONS, AND OTHER REQUIREMENTS:

Valid California Class C Drivers, TB Test Clearance, Criminal Justice Fingerprint Clearance, Pre-employment Safety Videos. Incumbents must be able to take and pass the proficiency test in English and a designed second language.

PHYSICAL DEMANDS:

Bending at the waist and reaching to retrieve and maintain files and records.

Dexterity of hands and fingers to operate standard office equipment, computer keyboard and other office equipment.

Hearing and speaking to exchange information in person and on a device.

Visual ability to read and to prepare/process documents.

Sitting for extended periods of time.

Standing for extended periods of time.

Walking over rough or uneven surfaces.

Lifting, carrying, pushing, and pulling moderately heavy objects up to 35 pounds.