

OAKLAND UNIFIED SCHOOL DISTRICT
Office of the Superintendent of Schools

August 28, 2013

Legislative File	
File ID Number:	13-1847
Introduction Date:	8/28/13
Enactment Number:	13-1876
Enactment Date:	8-28-13
By:	

TO: Board of Education

FROM: Gary Yee, Ed.D., Acting Superintendent
Vernon Hal, Deputy Superintendent, Business and Operations
Brigitte Marshall, Associate Superintendent, Human Resources Services and Support

SUBJECT: Creation, Reclassification and/or Repeal of Positions –
Accounting & Communications Departments

ACTION REQUESTED

Approval by the Board of Education of Resolution No. 1314-0013- Creation, Reclassification and/or Repeal of Positions in the Accounting and Communications Departments.

DISCUSSION

The Human Resources Department continues to assist with and coordinate the assessment, development and reclassification of positions in partnership with individual central office departments participating in the reorganization. The goal of overhauling the District's inventory of positions is to ensure position descriptions, scope and qualifications are current and accurate and that titles and compensation across position grades are consistent throughout the District.

Creation/Reclassification

Position Title/FTE
Manager, Charter School Accounting
(1.0 FTE)
Salary Schedule/Range
Salary Schedule: ADCL
Range 16: \$74,540 - \$95, 141
12 months, 261 day, 7.5 hours

Repeal

Position Title /FTE
Financial Accountant III
(1.0 FTE)
Salary Schedule/Range
Salary Schedule: ADCL
Range 15: \$70-982 - \$90,602
12 months, 261 day, 7.5 hours

Funding

Charter Schools,
0095-948

Communications Department

Creation/Reclassification

Position Title/FTE
Director, Communications
(1.0 FTE)
Salary Schedule/Range
Salary Schedule: CFCA
Range 22: \$90,113.40- \$114,999.3
12 months, 261 day, 7.5 hours

Director of Public Relations
(1.0 FTE)
Salary Schedule/Range
Salary Schedule: CFCA
Range 18: \$74,938 - \$95,647
12 months, 261 day, 7.5 hours

Funding

General Purpose,
0000-958

Creation/Reclassification

Position Title/FTE

Senior Manager,
Communications and
Web Design (1.0 FTE)

Salary Schedule/Range

Salary Schedule: CFCA
Range 18: \$74,938 - \$95,647
12 months, 261 day, 7.5 hours

Repeal

Position Title/FTE

Specialist, External Information
Services (1.0 FTE)

Salary Schedule/Range

Salary Schedule: CFCA
Range 15: \$65,098 - \$83,093
12 months, 261 day, 7.5 hours

Funding

General Purpose,
0000-958

Creation/Reclassification

Position Title/FTE

Manager, KDOL Educational TV and
Multimedia Services (1.0 FTE)

Salary Schedule/Range

Salary Schedule: ADCL
Range 14: \$67,595 - \$86,270
12 months, 261 day, 7.5 hours

Repeal

Position Title/FTE

Manager, KDOL TV and
Multimedia Services (1.0 FTE)

Salary Schedule/Range

Salary Schedule: ADCL
Range 10: \$55,619 - \$70,981
12 months, 261 day, 7.5 hours

Funding


General Purpose,
0000-958

RECOMMENDATION

Approval by the Board of Education of Resolution No. 1314-0013 – Creation, Reclassification and/or Repeal of Positions in the Accounting and Communications Departments.

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Office of the Superintendent of Schools

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**RESOLUTION
OF THE
BOARD OF EDUCATION
OF THE
OAKLAND UNIFIED SCHOOL DISTRICT
Resolution No. 1314-0013**

- Creation, Reclassification and/or Repeal of Positions - Accounting & Communications Departments -

Creation/Reclassification

- Manager, Charter School Accounting -
- Director, Communications -
- Senior Manager, Communications and Web Design -
- Manager, KDOL Educational Television and Multimedia Services -

WHEREAS, it is the goal of the Oakland Unified School District to ensure organizational effectiveness, efficiency and accountability to further student achievement; and

WHEREAS, it is the intent of the District to develop a structure which focuses on providing high standards of service and increasing accountability across the system; and

WHEREAS, the creation, reclassification and/or repeal of these positions align with the District's Strategic Plan for a Full Service Community School District; and

WHEREAS, the District is committed to a structure which focuses on promoting student achievement and to support sites fully; and

WHEREAS, the old job classifications are repealed and the new job classifications are now created to current standards and are placed on the appropriate salary schedule and range as specified, and

NOW, THEREFORE, BE IT RESOLVED that the Board of Education hereby determines that the following positions are created and others, as specified, are repealed and the newly created and/or reclassified positions shall be established on the respective salary schedule/range effective 12:01 a.m., July 1, 2013, as follows:

Accounting Department, Financial Services

Creation/Reclassification

Position Title/FTE
Manager, Charter School Accounting
(1.0 FTE)
Salary Schedule/Range
Salary Schedule: ADCL
Range 16: \$74,540 - \$95, 141
12 months, 261 day, 7.5 hours

Repeal

Position Title/FTE
Financial Services Associate II
(1.0 FTE)
Salary Schedule/Range
Salary Schedule: ADCL
Range 13: \$64,392 - \$82,172
12 months, 261 day, 7.5 hours

Funding

Charter Schools,
0095-948

Communications Department

Creation/Reclassification

Position Title/FTE

Director, Communications
(1.0 FTE)

Salary Schedule/Range

Salary Schedule: CFCA
Range 22: \$90,113.40- \$114,999.3
12 months, 261 day, 7.5 hours

Repeal

Position Title/FTE

Director of Public Relations
(1.0 FTE)

Salary Schedule/Range

Salary Schedule: CFCA
Range 18: \$74,938 - \$95,647
12 months, 261 day, 7.5 hours

Funding

General Purpose,
0000-958

Creation/Reclassification

Position Title/FTE

Senior Manager,
Communications and
Web Design (1.0 FTE)

Salary Schedule/Range

Salary Schedule: CFCA
Range 18: \$74,938 - \$95,647
12 months, 261 day, 7.5 hours

Repeal

Position Title/FTE

Specialist, External Information
Services (1.0 FTE)

Salary Schedule/Range

Salary Schedule: CFCA
Range 15: \$65,098 - \$83,093
12 months, 261 day, 7.5 hours

Funding

General Purpose,
0000-958

Creation/Reclassification

Position Title/FTE

Manager, KDOL Educational TV and
Multimedia Services (1.0 FTE)

Salary Schedule/Range

Salary Schedule: ADCL
Range 14: \$67,595 - \$86,270
12 months, 261 day, 7.5 hours

Funding

General Purpose,
0000-958

BE IT FURTHER RESOLVED that the Board authorizes the Superintendent of Schools to fill the newly created and reclassified positions pursuant to District employment procedures.

Passed by the following vote:

- AYES: Anne Campbell Washington, James Harris, Jody London, Roseann Torres, Christopher Dobbins, Vice President Jumoke Hinton Hodge, President David Kakishiba
- NOES: None
- ABSTAINED: None
- ABSENT: None

I hereby certify that the foregoing is a full, true and correct copy of a Resolution passed at a Regular Meeting of the Board of Education of the Oakland Unified School District held August 28, 2013.

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David Kakishba, President, Board of Education

Dr. Gary Yee
Acting Superintendent and Secretary, Board of Education

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By:	<i>[Signature]</i>



OAKLAND UNIFIED SCHOOL DISTRICT

Position Description

TITLE:	Director, Communications	REPORTS TO:	Assigned Supervisor
DEPARTMENT:	Office of the Superintendent	CLASSIFICATION:	Classified Management Confidential
FLSA:	Exempt	WORK YEAR/HOURS	261 days/7.5 hours
ISSUED:	Revised: February 2009 Revised: August 2013	SALARY GRADE:	CFCA 22

BASIC FUNCTION: Plan, organize, control, and coordinate the District's program of public relations and communications. Provide for the coordination and distribution of information to District administrators, employees, the public and the media regarding the District's programs, policies, events, and initiatives; serve as the chief spokesperson for the District. Maintain confidentiality of all personnel matters; some duties will involve access to confidential information concerning employer-employee relations.

REPRESENTATIVE DUTIES: (Incumbents may perform any combination of the essential functions shown below. This position description is not intended to be an exhaustive list of all duties, knowledge, or abilities associated with this classification, but is intended to reflect the principal job elements accurately.)

ESSENTIAL FUNCTIONS

Plan, organize, control, and coordinate the District's program of public relations and communications designed to increase positive media portrayals of the District as a leader in education reform.

Provide for the coordination and distribution of information to District administrators, employees, the public and the media regarding the District's programs, policies, events, and initiatives.

Provide media support to Board, Superintendent, and senior management personnel.

Work as a part of the District's senior management team to effectively communicate District goals, programs and vision to students, parents, community, and the media and District personnel.

Ensure that the District interfaces effectively, efficiently and cooperatively with print, electronic and television media communities.

Develop, revise and master plan to improve public image of the District.

Develop and place local, regional and national news features on a regular basis.

Serve as the official District spokesperson.

Implement a wide variety of public relations and media initiatives, including the development and implementation of strategic public and media relations programs.

Prepare a variety of written and oral communications to explain District positions and promote District programs and successes.

Serve as speechwriter and scribe for Board, the Superintendent and senior staff as requested.

Manage crisis and contingency operations as related to Public Relations.

Manage District marketing and advertising efforts.

Coordinate media briefing and press conferences.

Advise Board and staff members regarding relations with the news media.

Prepare and manage budget for Communications Office.

Select, train, supervise, manage, and evaluate staff; hold direct reports accountable for results; create metrics to gauge performance of direct reports; direct, train and motivate assigned staff to meet organizational goals and exceed performance standards.

Provide cross-training to other staff members within the department.

Perform and complete related duties as assigned.

MINIMUM QUALIFICATIONS:

TRAINING, EDUCATION AND EXPERIENCE: Any combination of education, training and/or experience equivalent to: a Bachelor's degree in public relations, advertising or mass communications and 5-8 years relevant public relations experience in the public or private sector for a large corporate entity.

Master's degree preferred.

Experience in radio and television preferred.

Experience in coordinating/managing political campaigns is preferred.

Significant experience with a variety of media outlets is preferred.

LICENSES AND OTHER REQUIREMENTS:

Must have obtained publication of three positive, high-impact articles/news stories for or about clients in regional or national publications or on local television programs within the last six months

Valid California Driver's License

Employment eligibility will include fingerprints, Tuberculosis and/or other employment clearance

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Advertising and marketing

Computer technology such as standard word processing program

News Media

Brown Act, laws related to freedom of press and free access to public information.

Legal entitlements and restraints

Public speaking techniques

Correct English usage, grammar, spelling, punctuation and vocabulary.

Technical aspects of field of specialty

Advanced techniques in marketing

Web page development, use, and maintenance

ABILITY TO:

Work with little direction

Develop and oversee the daily operations of the Public Relations Office

Communicate effectively both orally and in writing

Maintain confidentiality of District information

Establish and maintain cooperative and effective working relationships with others

Prepare and deliver oral presentations

Meet schedules and time lines

Maintain records and prepare reports

Analyze situations accurately and adopt an effective course of action

Read, interpret, apply and explain rules, regulations, policies and procedures

Use personal computer and media-related software

Use patience, tact, and courtesy with others

Maintain communications on the Internet via web pages

Establish and maintain strong relationships with key media outlets and to propose and conduct special media events including press conferences and press receptions.

Prepare press kits and written statements for distribution to the news media on complex and/or sensitive educational subjects

Manage multiple projects simultaneously

WORKING CONDITIONS:

ENVIRONMENT:

Office environment; driving a vehicle to conduct work; fast-paced work, constant interruptions

PHYSICAL DEMANDS:

Hearing and speaking to exchange information in person and make presentations; dexterity of hands and fingers to operate a computer keyboard; seeing to monitor various activities and read documents, and view computer monitors; sitting or standing for extended periods of time; kneeling, bending at the waist, and reaching overhead, above the shoulders, and horizontally; lifting light objects.

NON-DISCRIMINATION POLICY:

The Oakland Unified School District does not discriminate in any program, activity, or in employment on the basis of actual or perceived race, religion, color, national origin, ancestry, age, marital status, pregnancy, physical or mental disability, medical condition, genetic information, veteran status, gender, sex, or sexual orientation.

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By:	[Signature]



OAKLAND UNIFIED SCHOOL DISTRICT

Position Description

TITLE:	Manager, Charter School Accounting	REPORTS TO:	As Assigned
DEPARTMENT:	Financial Services	CLASSIFICATION:	Classified Management
FLSA:	Exempt	WORK YEAR/HOURS	261 Days/7.5 Hours
ISSUED:	Created: August 2013	SALARY GRADE:	ADCL 16

BASIC FUNCTION: The Charter School Accounting Manager is responsible for overseeing charter school reporting compliance, fiscal accountability, practices and overall operation health of the school. Responsibilities include developing and maintaining a process of identifying, accumulating, analyzing, interpreting, preparing, and communicating financial and statistical information. These responsibilities require the position to work effectively and efficiently with charter school administrators, county, state and outside auditors and vendors.

REPRESENTATIVE DUTIES: (Incumbents may perform any combination of the essential functions shown below. This position description is not intended to be an exhaustive list of all duties, knowledge, or abilities associated with this classification, but is intended to reflect the principal job elements accurately.)

ESSENTIAL FUNCTIONS

Review and oversee schools quarterly/annually financial reporting to the County and State Department of Education.

Ensure operational integrity of the school including satisfactory and proactive compliance with all applicable laws, regulatory reporting, and contractual obligations.

Monitor the fiscal health of the school for effective operation and long-term sustainability, including management of the operational budget and development of adequate revenue sources through diverse funding streams.

Establish review standards of charter petitions and renewals on fiscal management, budgets and cash flow.

Monitor all apportionments coming into the district and insure good audit trails and accountability.

Disburse and transfer monthly apportionment to schools.

Manage the coordination of external audits while improving current and implementing new processes to ensure District compliance with state and federal regulations.

Develop, document, and implement internal audit function in order to regularly assess and mitigate risks entailed in areas such as accounting, budgeting, and compliance.

Collect and review charter school audit reports; coordinate response to findings with the County and State.

Inform school leadership and personnel with accurate and updated information to assist with school budgeting, financial planning and development.

Maintain school attendance record and prepare reporting to the State on attendance accounting.

Compile, organize and maintain site level data on attendance accounting, including instructional days and minutes.

Conduct site visit and audits to ensure that Federal funding and expenditures comply with applicable laws and guidelines; identify and resolve discrepancies.

Identify problems and troubleshoot detailed budget preparation process, including data entry, matching to the budget development systems, Budget Development Tool (BDT) and IFAS, uploading and checking the overall and site-specific budgets after entry into IFAS. Ensure that budget allocations are properly reflected in SACS reports and Adopted Budget.

Ensure that accounting and budgetary technical checks are cleared prior to submission to the County and State.

Provide support and train charter staff on standard reporting and compliance.

Identify best practices and create knowledge-sharing opportunities between schools and District office.

Coordinate the development of budget preparation for the Office of Charter Schools; Prepares budget transfers and record journal entries as appropriate.

Prepare and maintain purchase orders and other expense records; Ensures expenditures are within budget allowances for the month and year, with on-going "budget to actual" monitoring.

Assure that budgets do not exceed authorizations, nor underestimate requirements for staffing, supplies, etc....

Calculate charges and prepare invoices to bill schools for services rendered by the District based on established contract and agreement.

Perform related duties as assigned.

MINIMUM QUALIFICATIONS

TRAINING, EDUCATION AND EXPERIENCE: a Bachelor's degree from an accredited college or university with a major in accounting and four years of progressively responsible experience in accounting.

Master's degree preferred

Experience working with charter schools in an accounting capacity highly preferred

Supplemental coursework in use of computer-based accounting applications desirable

California school district accounting preferred

Customer service experience preferred

LICENSES AND OTHER REQUIREMENTS:

Valid California Driver's License

Employment eligibility will include fingerprints, tuberculosis and/or other employment clearance

KNOWLEDGE AND ABILITIES

KNOWLEDGE OF:

Charter school finance and operations

Generally accepted accounting principles and auditing standards

Laws, policies and procedures governing California public charter school finance

Public school accounting procedures and protocols

Encumbrance based budgeting

Use and leverage computer-based accounting applications

Planning, organization and coordination needed for assigned program

Diverse academic, socio-economic, cultural, ethnic, and disability backgrounds of District

Correct English usage, grammar, spelling, and punctuation

Computer software, hardware, and related technology

ABILITY TO:

Work with a variety of stakeholders including schools, County, State, auditors, vendors and District administrators

Work with paperless financial services systems

Exercise sound judgment and initiative in an environment of rapid change

Consistently meet and/ or exceed client expectations

Build highly-functioning relationships with managers both inside and outside of the Financial Services Division

Perform advanced quantitative analysis

Work confidentially and with discretion

Meet schedules and timelines

Manage multiple projects simultaneously

Complete work as directed despite frequent interruptions

Write reports

Be a team player and collaborate with others

Take initiative and lead

Work independently with little direction

Prepare and deliver clear and concise presentations to a variety of audiences

Proficient in Microsoft Office applications, including Word, Excel, PowerPoint and other office equipment

WORKING CONDITIONS ENVIRONMENT:


Office environment and diverse school site environments; driving a vehicle to conduct work; fast-paced work; constant interruptions

PHYSICAL REQUIREMENTS:

Consistent mental alertness; sitting or standing for extended periods of time; lifting, carrying, pushing, and pulling objects up to 30 pounds, occasionally 30+ pounds; bending and twisting at the waist, reaching overhead, above the shoulders and horizontally; dexterity of both hands and fingers while performing duties; seeing to read, write and use the computer; hearing and speaking to exchange information, in person or on the telephone, and make presentations.

NON-DISCRIMINATION POLICY:

The Oakland Unified School District does not discriminate in any program, activity, or in employment on the basis of actual or perceived race, religion, color, national origin, ancestry, age, marital status, pregnancy, physical or mental disability, medical condition, genetic information, veteran status, gender, sex, or sexual orientation.

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OAKLAND UNIFIED SCHOOL DISTRICT

Position Description

TITLE:	Manager, KDOL Educational Television and Multimedia Services	REPORTS TO:	Assigned Supervisor
DEPARTMENT:	Communications	CLASSIFICATION:	Classified Management
FLSA:	Exempt	WORK YEAR/HOURS	261 days/7.5 hours
ISSUED:	Revised: March 2009 Revised: August 2013	SALARY GRADE:	ADCL 14

BASIC FUNCTION: Manage and supervise day-to-day operations of KDOL Educational Television and multimedia services, including general operations of the KDOL Studios, Board of Education (BOE) meeting support, on air broadcast and production, and equipment rental and support services.

REPRESENTATIVE DUTIES: (Incumbents may perform any combination of the essential functions shown below. This position description is not intended to be an exhaustive list of all duties, knowledge, or abilities associated with this classification, but is intended to reflect the principal job elements accurately.)

ESSENTIAL FUNCTIONS:

Collaborate with the Director, Communications in the development of strategic plans for KDOL TV; execute plans, implement policies and procedures to achieve organizational and departmental goals and objectives consistent with the mission of the station and District; assist the in overall direction and administration of KDOL keeping the best interests of the District and community in mind.

Work with Board staff to ensure proper recording, broadcasting, and archiving, in video and/or audio, of all Board of Education related meetings.

Provide quality control for the BOE meetings and coordinate coverage with Board staff.

Provide and set-up audiovisual support for Board of Education meetings, other District events and press conferences.

Oversee airing of new content, review for appropriateness with studio staff and Director, Communications, as needed.

Serve as programming monitor responsible for programming selections through cable and online delivery channels; ensure program decisions are based on fairness, objectivity, balance and community need.

Develop and implement programming options that support the education mission and strategy of the District.

Oversee all live event broadcasts including audio-visual support selection, equipment specification, and location production.

Provide advice and counsel to the Director, Communications and other staff on the use of television to convey relevant messages for the furtherance of OUSD objectives.

Cultivate relationships with traditional and non-traditional sponsors and businesses in the community that will lead to underwriting and sponsorship opportunities for programming.

Develop, recommend, and implement policies and procedures relative to the operation of the TV station, relationships with other organization and vendors, and the requirements of regulatory agencies.

Serve as District liaison to City of Oakland Public Education and Government (PEG) Group to ensure District receives and uses franchise fees according to franchise agreement and following District and City rules and regulations. Coordinate the assistance of Legal Counsel and Financial Services Office to see that PEG funds are loaded, spent, and accounted for in accordance with PEG Distribution MOU and City Charter Agreement.

Maintain effective communications with governmental bodies and community organizations; assume a position of involvement within the community and industry; serve as the official station representative.

Foster school, community, and non-profit partnerships to bring original content to KDOL TV.

Work to maintain the highest level of Career Technical Education (CTE) opportunities for OUSD students in the areas of video and multimedia creation and production.

Share best practices and unique opportunities with related department and partner agencies for the advancement of CTE, Linked Learning, Regional Occupational Programs (ROP) and California Partnership Academies.

Collaborate with established non-profit partners to ensure continued support of fundraising efforts that underwrite the education and training of OUSD High School Students at KDOL studios

Manage operations for KDOL TV including but not limited to budgeting, physical and financial assets management, and resources planning.

Make organizational structure determinations based on operational needs, available resources and industry standards.

Stay current with industry trends and legal issues and ensure compliance with all legal and regulatory requirements; provide reports as requested; maintain content broadcast license information to ensure KDOL station compliance.

Oversee the acquisition, implementation, maintenance and replacement of technology infrastructure; research, evaluate and recommend new technologies; implement strategic long-term plan for capital investments to enhance and improve KDOL and meet goals for reliable, error-free broadcasts and content distribution.

In consultation with design engineers, develop and ensure the proper engineering infrastructure for KDOL and all necessary broadcast facilities.

In the absence of a station engineer, act as engineer for design, repair, troubleshooting, and operational support purposes.

Collaborate with District Information Technology Department to maintain video-over-IP remote broadcast capabilities and implement the live KDOL streaming and inter-network streaming options.

Assist in identifying, evaluating and recommending emerging digital media technologies and methodologies.

Promote digital media equipment, software, and services that meet teaching and learning needs.

Oversee purchase of equipment and supplies for staff.

Coordinate, supervise, and evaluate the performance and duties of assigned staff.

Perform related duties as assigned.

Secondary Responsibilities: *in the event of absence of KDOL staff, perform the following:*

Maintain and update weekly community broadcast bulletin handling incoming requests and sourcing update information.

Assist the Master Control Technician with digital broadcast.

Photograph diverse subjects and material with various cameras and equipment, such as motion picture, television broadcasting, and video recorder.

Photograph action on motion picture or television sets and locations.

Maintain and repair equipment and accessories.

Survey equipment, recommend repair or replacement.

Maintain inventory of equipment.

Schedule public service announcements using the automated video server and on-air programming.

Record/encode programming from various sources, such as videotape, live studio feed and satellite feed.

Photograph and video record events for live and studio productions.

Assist credentialed instructor to supervise student employees.

Provide quality control for programming schedule and video encoding.

Manage, support development of, and evaluate assigned staff.

Provide cross-training to staff.

Perform other related duties as assigned.

MINIMUM QUALIFICATIONS

TRAINING, EDUCATION AND EXPERIENCE: Any combination of education, training and/or experience equivalent to: Bachelor's degree in multimedia or related field and five years experience in communications or related field.

Experience supervising personnel preferred

Exceptional journalism and public relations skills

LICENSES AND OTHER REQUIREMENTS:

Valid California Driver's License

Employment eligibility will include fingerprints, tuberculosis and/or other employment clearance

Available outside regular business hours, such as nights and weekends, to cover District events

KNOWLEDGE AND ABILITIES

KNOWLEDGE OF:

Videographer audio equipment, such as wired, wireless and shotgun microphones, lavalieres, and microphone booms

Videographer live production equipment: pan tilt and zoom cameras, live video switchers, and computer graphic generators

Media production, communication and dissemination techniques and methods

Telecommunication systems, such as transmission, broadcasting, switching, control, and operation

Master control switchers, servers, video tape recorders, computer graphics, and satellite downlinks

Alternate ways to inform and entertain written, oral, and visual media

Theory and techniques to compose, produce, and perform works of music, dance, visual arts, and drama

Transmission, broadcasting, switching, control, and operation of telecommunications systems

Media production, communication, and dissemination techniques and methods

New technologies

Diverse groups across race, ethnicity, religion, gender, class, and sexuality

Computer software, hardware, and related technology

Video production software

DVD automation systems

Modern office equipment

Interpersonal skills using tact, patience, and courtesy

ABILITY TO:

Cross-train department personnel

Define, communicate and implement the District's vision

Lead, manage and retain motivated staff

Read and interpret technical specifications

Evaluate various types of video cameras

Operate shoulder held camera

Good communication skills and techniques

Effectively communicate in English, orally and in writing

Work cooperatively

Work successfully with diverse groups across race, ethnicity, religion, gender, class, and sexuality

Speak clearly and precisely

Solve practical problems and deal with a variety of situations, using tact, patience and courtesy

Effectively communicate and interact with subjects and clients

Maintain accurate records

Manage multiple tasks simultaneously

Meet schedules and timelines

Attend to details

Plan, organize, and schedule work

Work weekends and evenings

WORKING CONDITIONS

ENVIRONMENT:

Office environment with moderate noise level; fast-paced work; constant interruptions; traveling to conduct District business; periodic evening and weekend work.

PHYSICAL REQUIREMENTS:

Dexterity of hands and fingers to operate various work-related equipment; sitting or standing for extended periods of time; hearing and speaking to exchange information and make presentations; seeing to read, write and use various work-related equipment; seeing with close vision and the adjusting focus; frequent walking; kneeling and bending at the waist, reaching overhead, above the shoulders and horizontally; lifting moderately heavy objects.

NON-DISCRIMINATION POLICY:

The Oakland Unified School District does not discriminate in any program, activity, or in employment on the basis of actual or perceived race, religion, color, national origin, ancestry, age, marital status, pregnancy, physical or mental disability, medical condition, genetic information, veteran status, gender, sex, or sexual orientation.

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OAKLAND UNIFIED SCHOOL DISTRICT

Position Description

TITLE:	Senior Manager, Communications and Web Design	REPORTS TO:	Assigned Supervisor
DEPARTMENT:	Communications	CLASSIFICATION:	Classified Management Confidential
FLSA:	Exempt	WORK YEAR/HOURS	261 days / 7.5 hours or duties as assigned
ISSUED:	Created: August 2013	SALARY GRADE:	CFCA 18

BASIC FUNCTION: Coordinate digital communications across the District and community with many audiences; shepherd the District’s social media, and interactive efforts, manage the District’s digital presence on the web and other digital venues; work closely with the Director, Communications and other key administrators to identify and broadcast messages for the District’s communications channels; develop and implement a strategy for the District’s digital presence.

In addition to these duties, manage annual Communication projects including print and electronic publications and promotional campaigns, as well as manage and/or oversee the internal operations of the Communications Department.

Maintain confidentiality of all personnel matters; some duties will involve access to confidential information concerning employer-employee relations.

REPRESENTATIVE DUTIES: (Incumbents may perform any combination of the essential functions shown below. This position description is not intended to be an exhaustive list of all duties, knowledge, or abilities associated with this classification, but is intended to reflect the principal job elements accurately.)

ESSENTIAL FUNCTIONS

Work with Director, Communications to develop and implement proactive media relations strategies to support the public relations efforts of the District.

Collaborate with Family, Schools and Community Partnerships to develop and publish annual Parent Guide and Options Guides, including translations.

Manage annual publications, campaigns, and projects, including but not limited to the Back-to-School Campaign, Attendance promotion, Enrollment Period, Registration Period, College Bound Graduates, School Directory and School Calendar.

Create original copy of materials and documents when appropriate, including general pieces about the District, activities, etc., as well as other documents as assigned, working in concert with appropriate staff.

Create media materials, collateral, releases fact sheets, flyers and other related materials.

Coordinate communications efforts to inform and update the community about the District and the schools through memos, news releases, publications and other communications for District employees.

Serve as webmaster of the District’s public websites for content purposes.

Lead the strategy, execution, and implementation of all digital communications for the District, including the website and social media.

Coordinate with other District departments in developing, maintaining and updating the District's external website; serve as a resource to department managers responsible for updating content in their respective subject areas.

Serve as lead trainer on the District's online Content Management platforms for department and school-based content liaisons.

Work closely with the Director, Communications and other staff to ensure an integrated, strategic and consistent approach to all aspects of the District's digital presence; ensure accurate messaging across all online channels.

Coordinate the dissemination of messages and digital/social media traffic between the District and key stakeholders including staff, parents, students, partners, community organizations and others.

Serve as the point person with vendors for all digital marketing efforts, including paid online media, search engine marketing, interactive marketing, internal/external partnerships, etc.

Track the impact of District's digital presence.

Manage the District's online response to crises.

Collaborate with Technology Services staff to troubleshoot issues that arise with the performance of the website to ensure satisfaction of internal and external users; work with Communications staff, Technology Services and other departments to implement and update practices.

Serve as the management liaison between Information Technology staff and central office Communications team with regard to issues involving the hosting company and internet/social media service providers.

Coordinate efforts to provide a full range of e-communications programs designed to create and maintain favorable public relations for the District, both internally and for the community at large.

Review statistics, monitors analytics and provide regular updates and analyses of the District website traffic; produce regular web analytics reports for the Director, Communications and other District staff.

Prepare and report updates of website progress and propose strategies for improving District's website, digital video and social media capabilities.

Collaborate with Technology Services and Legal staff to develop and implement District policies on digital communications.

In partnership with Technology Services and the Legal Department, review and manage all firewall help requests, including:

- receiving all requests to unblock websites on the District networks (approximately 75 per week)
- providing recommendations to Technology Services and Legal Department on accessible websites
- troubleshooting for teachers or staff who need access to blocked content for instructional purposes
- serve as primary point of contact regarding firewall problems/changes

Attend training to ensure skill level in various technologies is at the level required to perform in current position.

Maintain timely and accurate information; accountable for the quality of information maintained by those supervised.

Assist in the layout and design of District Internet and Intranet web pages, and department and school websites.

Manage or oversee all department operations, including contracts with external firms and consultants, payroll processes for all communications staff, supply orders, processing department invoices for payment, processing reimbursement requests, processing flyer approvals for all OUSD schools.

Work with Director, Communications to develop annual Communications Department budget.

Manage department budget and provide oversight of department accounts throughout the fiscal year.

Serve as main point of contact for Human Resources, Benefits, and Payroll departments on day-to-day operational matters.

Manage relationships with external vendors, consultants, and community partners when working in collaboration on campaigns or publications.

Manage regular updates to OUSD online photo library (collection of photos with digital files made available to all employees or District representatives for use in OUSD materials/on OUSD websites, or for approved partners/media).

Manage letterhead and business card design, online ordering system, and vendor relationship for all District departments and schools.

Maintain District Brand Guidelines and encourage consistent use of branding throughout OUSD.

Provide communications support for Family, School, and Community Partnerships family engagement events including flyer development, online promotion and the creation of online registration forms.

Promote teamwork by sharing knowledge, cooperating with others, participating in meetings and work groups, serving on committees, and supporting the goals and objectives of the District and division.

Safeguard confidential, privileged information.

Manage, support development of, and evaluate assigned staff.

Provide cross-training to other staff members within the department.

Perform related duties as assigned.

MINIMUM QUALIFICATIONS

TRAINING, EDUCATION AND EXPERIENCE: a Bachelor's degree in communications, public relations, journalism or related field from an accredited college or university and five years of progressive responsible experience media, public relations or related field, of which two years must have been in a management capacity.

Experience in managing large scale internet and intranet site for diverse groups

Experience in digital communication, web design/marketing or related field

Proven experience in developing and implementing digital communications policies and practices

Master's degree preferred.

LICENSES AND OTHER REQUIREMENTS:

Valid California Driver's License

Employment eligibility will include fingerprints, tuberculosis and/or other employment clearance

KNOWLEDGE AND ABILITIES

KNOWLEDGE OF:

A wide range of programs, and applications, including Web and content management solutions, as well as social media and other electronic communication tools

Web development standards

Website management, supervision writing, design and maintenance

Education policy

Press events

Principles and procedures associated with professional communications

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

Applicable federal, state, and District codes, regulations, policies and procedures governing work scope

Planning, organization and coordination needed for assigned program

Diverse academic, socio-economic, cultural, ethnic, and disability backgrounds of District students, staff and community

Correct English usage, grammar, spelling, vocabulary and punctuation

Computer software, hardware, and related technology

ABILITY TO:

Develop and implement digital communications policies and practices

Develop solutions, recommendations and modifications for the Web and other electronic communication vehicles to support and enhance effective communication about OUSD schools

Collaborate with internal and external teams to research, plan, implement analyze and monitor the online strategy

Provide training, oversight and support for school and department web editors

Communicate effectively, both verbally and in writing

Work collaboratively with people

Work in a culturally diverse setting

Establish and maintain effective working relationships with administrators, supervisors, school personnel and the general public

Work under pressure and to meet deadlines

Work independently to plan, organize and coordinate assignments

Post important notices in evenings and weekends, as needed

Effectively multi-task in a fast-paced, deadline intensive environment, and work across multiple service organizations simultaneously and flexibly

Quickly solve problems, take risks and identify contingency plans when necessary

Develop and present a compelling case for a new idea

Team with individuals from diverse areas and different levels within the District from senior leaders to individual contributors

Work with various stakeholders to prioritize the online strategy

Use communication disciplines such as graphic design, advertising, marketing, public relations and print/video production

Complete projects on time with constant interruptions

Operate personal computer, related software, and other office equipment

WORKING CONDITIONS ENVIRONMENT:

Office environment and diverse school site environments; driving a vehicle to conduct work; fast-paced work; constant interruptions

PHYSICAL REQUIREMENTS:

Consistent mental alertness; sitting or standing for extended periods of time; lifting, carrying, pushing, and pulling objects up to 30 pounds, occasionally 30+ pounds; bending and twisting at the waist, reaching overhead, above the shoulders and horizontally; dexterity of both hands and fingers while performing duties; seeing to read, write and use the computer; hearing and speaking to exchange information, in person or on the telephone, and make presentations.

NON-DISCRIMINATION POLICY:

The Oakland Unified School District does not discriminate in any program, activity, or in employment on the basis of actual or perceived race, religion, color, national origin, ancestry, age, marital status, pregnancy, physical or mental disability, medical condition, genetic information, veteran status, gender, sex, or sexual orientation.