

ADMINISTRATIVE SECRETARY, GOVERNMENT AND MEDIA RELATIONS

DEFINITION

Assists the Director and Deputy Director of Communications and Media Relations or the Chief of Staff, External Affairs by performing a variety of duties regarding identifying on a daily basis news articles of interest to the District and/or the Office of the Superintendent, researching files and databases of newspaper articles, and obtaining and summarizing facts of crisis situations for follow-up by the Chief of Staff, External Affairs or Public Information Officers.

TYPICAL DUTIES

- Summarizes and distributes daily clippings of District opinions, broadcast, and print news articles on a daily basis and distributes articles to District senior and executive staff and Board Members in a timely manner.
- Maintains a weekly log of newsmedia requests and outcomes for the Director and Deputy Director of Communications and Media Relations or the Chief of Staff, External Affairs.
- Is responsible for the distribution of communications such as news releases, news statements, and media advisories within designated deadlines.
- Advises the Director and Deputy Director of Communications and Media Relations or the Chief of Staff, External Affairs of procedures, layout, and staffing; clerical policies and procedures; and clerical supervisory problems.
- Receives and monitors vital and confidential information regarding crisis situations dealing with school site emergencies and the media, and assists the Director and Deputy Director of Communications and Media Relations, the Chief of Staff, External Affairs, or Public Information Officers and staff in updating crisis information for internal and external District business.
- Assists the Office of Communications staff in the coordination of district-wide special events, press conferences, and media availability and prepares related information packets for meetings.
- Receives and screens telephone calls and visitors from the media and general public and refers them to appropriate offices or personnel.
- Explains rules, regulations, policies, and practices to school personnel and the public, often speaking on behalf of the administrator.
- Resolves problems and handles administrative details, insofar as possible, without referring them to the administrator.
- Reviews a variety of reports, minutes, and correspondence; obtains related information; and maintains or supervises routing and follow-up procedures.
- Obtains and summarizes information as requested by the Director and Deputy Director of Communications and Media Relations or the Chief of Staff, External Affairs and as necessary to perform the work of the office.
- Prepares or supervises the preparation of timekeeping reports, requests for personnel action, supply requisitions, performance evaluations, and other documents.
- Compiles and summarizes budget requests, obtains related data, and assembles the complete budget request into final form.
- Sets up and maintains expenditure controls for several budget accounts, usually including transportation, travel, supplies, equipment, mileage, and an imprest fund.
- Establishes and maintains clerical procedures in the office.
- Composes, edits, and maintains control on agendas, bulletins, reports, correspondence, and other material.

Maintains and supervises the maintenance of the administrator calendar and arranges appointments and meetings.

Operates a variety of office machines, such as copiers, computer terminals, and office computers. May establish and implement clerical procedures for special projects and continuing functions of the office.

Performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS AMONG RELATED CLASSES

The Administrative Secretary, Government and Media Relations performs a combination of secretarial and administrative duties for the Director and Deputy Director of Communications and Media Relations or the Chief of Staff, External Affairs. In addition to being responsible for day-to-day operations of an office, the Administrative Secretary, Government and Media Relations is responsible for representing a unit and interpreting its policies to District personnel, media, and the public.

An Educational Service Center (ESC) Administrative Assistant may support an Administrator of Operations or an Instructional Area Superintendent by monitoring and coordinating the Educational Service Center's resources and communication with various District departments and schools and providing technical support to School Administrative Assistants.

A Senior Secretary provides secretarial services for an administrator and supervises and is responsible for the clerical functions in one of the higher administrative offices.

SUPERVISION

General supervision is received from the Director and Deputy Director of Communications and Media Relations or the Chief of Staff, External Affairs. Supervision is exercised over a clerical staff.

CLASS QUALIFICATIONS

Knowledge of:

- Office practices, procedures, and equipment
- District and Personnel Commission rules, policies, organization, and functions
- News media operation, protocol, and function
- Basic law and rules affecting the functions of the organization
- Budget, payroll and personnel procedures
- Punctuation, spelling, and grammar, proofreading, and editing
- Applications of a variety of office machines, such as computers and reprographic equipment
- Microsoft Office Outlook, Word, and Excel
- Internet and social media outlets

Ability to:

- Work cooperatively with District senior and executive staff and Board Members, media representatives, the public, representatives of public agencies, and elected officials
- Prepare and edit reports, bulletins, and other material
- Plan and supervise the work of others engaged in clerical work
- Interpret and explain rules, regulations, and policies
- Make accurate computations
- Obtain and impart information tactfully and accurately
- Exercise initiative and good judgment
- Make sound decisions and work under pressure in meeting deadlines
- Maintain accurate records

Use computers with Microsoft operating systems and word processing and spreadsheet software Maneuver the Internet effectively

ENTRANCE QUALIFICATIONS

Education:

Graduation from high school or evidence of equivalent educational proficiency.

Experience:

Five years of office experience, including one year of secretarial work. Supervisory or lead experience is preferable. Experience working with representatives of the media or public agencies and elected officials is highly preferable. An Associate of Arts degree in Secretarial Science or designation as a Certified Professional Secretary (CPS) may be substituted for two years of the required experience.

Special:

Ability to speak, read, and write in a language other than English may be required in this class.

This class description is not a complete statement of essential functions, responsibilities or requirements. Requirements are representative of the minimum level of knowledge, skill and/or abilities. Management retains the discretion to add or change typical duties of a position at any time.

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03-10-14
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02-23-21
CA