

DIRECTOR OF COMMUNITY OUTREACH

DEFINITION

Responsible for formulating community outreach policy and procedure, interfacing with community based organizations, and directing the activities of the Community Outreach and Small Business Relations Departments.

TYPICAL DUTIES

- Directs the development, implementation, and administration of community relations strategies and programs for the Facilities Services Division's construction and modernization projects, programs and initiatives.
- Develops media messages in coordination with the Office of Communications and Media Relations, and the Office of the Superintendent and acts as a spokesperson to media, elected officials, and community groups.
- Researches and analyzes data for studies, reports, and communications and develops engaging and informational campaign strategies for all Facilities Services Division's construction and modernization projects, programs and initiatives, including project definition, site identification, acquisition and relocation, design, environmental review, and construction.
- Develops and monitors compliance with policies and standards for engaging and reporting information to affected communities and the press.
- Interacts with elected officials and their staff at city, county, and State levels to ensure their understanding of District facilities issues.
- Develops communications media that are language appropriate and culturally sensitive to communicate complex information to the different communities the District serves.
- Develops policies and procedures for community meetings and special events throughout the District.
- Represents the organization and promotes Facilities Services Division's programs and policies at events.
- Identifies key community members and actively seeks their participation in the Facilities Services Division's construction and modernization projects, programs and initiatives.
- Develops and implements training programs and identifies resources to ensure the Department's policies are implemented successfully and goals are met.
- Works with administrators of the subdivided areas of the District to coordinate communications.
- Coordinates special events, meeting agendas, and responses to community issues with the District's Board of Education, Office of Communications and Media Relations, Office of Legislative and Governmental Affairs, and various administrators.
- Ensures that other Facilities departments are working in conjunction with communications and public relations work taking place with District management, community groups, and elected officials.
- Analyzes and interprets provisions of federal and State regulations and the Education Code relative to community outreach.
- Develops and manages the annual budget for the department and performs periodic cost and productivity analysis.
- Develops department reports for the Board of Education, and Bond Oversight Committee.
- Ensures compliance with procurement policies and procedures.
- Interprets and applies provisions of collective bargaining agreements.
- May act in place of a higher-level manager in case of absence.
- Performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS AMONG RELATED CLASSES

The Director of Community Outreach is responsible for formulating community outreach policy and procedure, interfacing with community based organizations, and directing the activities of the Community Outreach Department.

A Senior Community Outreach Organizer is responsible for supervising and directing the efforts of a team of Community Outreach Organizers.

SUPERVISION

Director of Community Outreach

Administrative direction is received from the Chief Facilities Executive, or a higher-level administrator. General supervision is exercised over lower-level professional, technical, and clerical personnel.

CLASS QUALIFICATIONS

Knowledge of:

- Communications methods, media, and their most effective uses
- Administrative practices and procedures within the District
- Principles of public relations and the public approval process
- The ethnic, cultural, and socio-economic diversity of the population served by the District
- The District's long-term planning goals and objectives
- Basic principles of contract law, research, cost analysis and control, and budgeting
- Provisions of the federal and State codes pertaining to community outreach and public relations
- Principles of organization, personnel management, and progressive discipline
- Pertinent employee health and safety laws, regulations, and District policies and procedures
- Policies and procedures of various governmental agencies pertaining to community development, land-use, affordable housing, and building construction
- EEO principles, policies on employment discrimination and harassment
- Microsoft Word, Excel, and PowerPoint

Ability to:

- Present information in clear and concise format
- Analyze, evaluate, and apply data on a wide variety of matters relating to the Facilities Services Division
- Develop, plan, and implement short and long-range goals and strategies
- Recognize, analyze, and manage conflict, problems, and issues
- Estimate cost of materials and labor
- Prepare and write reports clearly, concisely, and convincingly
- Conduct effective meetings
- Speak clearly, concisely, and effectively before a large diverse group
- Work effectively with administrators, other District personnel, and the public
- Work well under pressure of multiple projects, priorities, and short deadlines
- Supervise, train, and evaluate the work of direct and non-direct reporting personnel

ENTRANCE QUALIFICATIONS

Education:

Graduation from a recognized college or university with a bachelor's degree in public relations, community relations, urban planning, business administration, public administration, or a closely related field.

Experience:

Five years of experience in public relations, including community relations and media communications, with at least two of those years working within communities in the Los Angeles Unified School District geographical area. At least three years of the experience must be at the supervisory level.

Special:

A valid California Driver License
Use of an automobile
Ability to communicate in Spanish orally and in writing is preferred.

SPECIAL NOTES

1. Incumbents in this classifications may be required to travel extensively and must be able to work flexible hours including evenings and weekends.
2. 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 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
05-09-16
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