

SENIOR ADVISOR, OFFICE OF COMMUNICATIONS

DEFINITION

The Senior Advisor, Office of Communications plans, advises, organizes, and develops communication strategies, especially in the areas of social media and digital media activities in support of the management of the Office of Communications.

TYPICAL DUTIES

- Plans, develops, and administers communication strategies to engage audiences to generate understanding and support for the District's mission and goals.
- Travels to school sites to serve as media liaison or to provide communications support to administrators and other District staff.
- Coordinates public information dissemination relative to new or developing programs; writing or reviewing articles, press releases, reports, scripts, and statements; and advising District administrators on public-relations aspects.
- Writes or reviews reports and speeches for the Superintendent of Schools and senior staff.
- Develops strategies and long-term social media plans, adjusting for optimal performance, on-brand messaging and audience engagement.
- Establishes clear social media goals across all platforms and oversees the analysis and tracking against KPIs and benchmarks.
- Coordinates media and editorial board briefings and press conferences.
- Manages multiple digital campaigns across various platforms.
- Provides training for Board and staff members regarding relations with the news media and use of social and digital media platforms.
- Collaborates and advises various stakeholders regarding social and digital media development, implementation, and priorities.
- Oversees the quality of all digital content created.
- Develops and sustains a collaborative team environment within the Office of Communications and any other reporting unit or office.
- Provides for immediate responsiveness to emergencies and crises at all times including receiving and assessing information, cooperating with news media and others, and informing and coordinating appropriate District personnel.
- Performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS AMONG RELATED CLASSES

The Senior Advisor, Office of Communications plans and implements the District's social media and digital media activities.

The Chief Communications Officer represents the District in the area of public information and communications, and directs the administration of the Office of Communications.

SUPERVISION

The Senior Advisor, Office of Communications receives administrative direction from the Chief Communications Officer and the Superintendent of Schools. Provides general supervision to lower-level communications and media relations personnel.

CLASS QUALIFICATIONS

Knowledge of:

- Communications media and their most effective uses, including all social media platforms
- Appropriate media platform regarding given issues and circumstances
- Principles and practices of broadcasting and television station administration
- Methods of evaluating broadcast programs
- The ethnic, cultural, geographic, and socio-economic diversity of the populations served by the District
- The needs of the various communications platforms
- Principles of leadership
- Principles of organization and administration
- Current issues regarding the Los Angeles Unified School District
- Current issues regarding public education

Ability to:

- Present information in a proactive, complete and media-sensitive manner
- Communicate effectively both orally and in writing
- Write clear, concise reports, articles, and speeches in easily understandable language
- Analyze emergent situations and programs and determine their public-relations aspects
- Develop and maintain effective relationships with personnel of news media, community leaders, administrators, and others
- Develop effective media and communications strategies for non-English speaking populations
- Act judiciously under pressure
- Supervise effectively
- Participate in and lead group discussions

ENTRANCE QUALIFICATIONS

Education:

Graduation from a recognized college or university with a bachelor's degree, preferably with courses in communications skills, television broadcasting, human relations, or digital communication and media arts.

Experience:

Four years of professional experience within the last 10 years primarily in media and communications activities preferably including experience planning or advising on digital and/or social media strategies. At least two years of the experience must have included supervision or management experience.

Special:

A valid California Driver License and the availability of private transportation, or the ability to utilize an alternative method of transportation.

SPECIAL NOTES

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 /or 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.

New Class

09-05-19

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