

## SACRAMENTO COUNTY OFFICE OF EDUCATION

**CLASSIFICATION TITLE: Director II, Communications**

### **DEFINITION**

Under direction of the County Superintendent of Schools, plans, directs and supervises the comprehensive external and internal communications for the County Office of Education. This position serves as spokesperson for the County office and liaison with various agencies to promote the public image of the County. Performs related duties as assigned.

### **DIRECTLY RESPONSIBLE TO**

County Superintendent of Schools

### **SUPERVISION OVER**

Professional, clerical and technical personnel as assigned.

**DUTIES AND RESPONSIBILITIES** (Any one position may not include all of the listed duties, nor do all of the listed examples include all tasks that may be found in positions within this classification.)

Plans, directs, coordinates and evaluates news media relations for the County office; identifies issues, events and programs requiring media attention; prioritizes communications and public relations needs and directs appropriate and timely response; interprets educational issues and County office position on issues to media and public; develops and maintains primary media contacts and activities; organizes media site visits and assists the press in developing stories; plans and directs the dissemination of information including the target audience, message, format and structure of communication; provides training and consultation to other staff on all aspects of communications, marketing and public relations; analyzes goals and implements programs and activities to enhance long and short term communication programs; develops and maintains quality standards for office publications; researches and prepares position papers, reports, presentations and speeches for the Superintendent and other administrators; composes and produces press releases, fact sheets, brochures, newsletters and other public relations documents; develops, prepares and analyzes budget data for the communications department; trains, supervises and evaluates assigned personnel.

### **MINIMUM QUALIFICATIONS**

#### **Education, Training and Experience**

Any combination of education, training and experience equivalent to a Bachelor's degree in journalism, communications, public relations or related field and progressively responsible experience in the coordination and administration of communications or public relation programs. Five years or more of experience in supervising a comprehensive Communication program in an educational setting is desirable.

#### **Knowledge of:**

Principles, methods and theory of communication, public relations and marketing; public speaking techniques; media sources including newspaper, radio, television, internet and other media resources; public education structure, laws and operations and relation to County office programs; methods and techniques of editing and news reporting; principles of organization, administration, budget and personnel management; computer software for publishing and editing.

#### **Skill and Ability to:**

Plan, organize and direct the County internal and external communications and public information program; consult with the County Superintendent and administrators on effective communication practices including contact with the media and community; write, edit, design and publish a variety of public information materials; develop policies and procedures consistent with office goals; communicate effectively both orally and in writing; establish and maintain cooperative and effective working relationships with others; operate a computer and related office technology ; understand the public affairs implications and

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disseminate the news value of educational programs, activities and events; change priorities rapidly as circumstances dictate; select, supervise, train and evaluate staff.

Other Characteristics

Possession of a valid California driver's license and ability to drive a vehicle to conduct work.

Approved by Personnel Commission 6/21/05

Revision approved 1/15/08

Former title: Director I, Communications