

# **Sacramento County Office of Education Job Description**

## **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 Sacramento County Office of Education (SCOE); serves as spokesperson and acts as a liaison with various agencies to promote the public image of SCOE; performs related duties as assigned.

### **DIRECTLY RESPONSIBLE TO**

Appropriate Administrator

### **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, and coordinates news media relations and district communications to promote SCOE public image; identifies issues, events, and programs suitable for media attention; prioritizes communications and public relations needs and directs appropriate and timely responses; interprets educational issues and SCOE 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; creates and manages SCOE's social media and website content; plans and directs the dissemination of information to target audiences, including message development, formatting and structure of communication; provides communications, marketing, and public relations advice to the superintendent, School Board, and administrators; advises internal and external stakeholders on crisis communications; 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, op-eds, letters to the editor, message points, and speeches for the superintendent and other administrators; composes and produces news releases, media advisories, 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; as-needed, acts as a representative for the superintendent or other agency leaders at public events, meetings, and committee gatherings.

### **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; progressively responsible experience in managing and creating content for online presence and the coordination and administration of comprehensive communications or public relations programs required; experience 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; principles of photography, videography, and graphic design; public education structure, laws, and operations in relation to County office programs; methods and techniques of editing copy and preparing content deliverables; principles of organization, administration, budgeting, and personnel management; standard software applications including videoconferencing platforms and software for publishing and editing.

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

Plan, organize, and direct internal and external communications and public information efforts; consult with the County Superintendent and administrators on effective communication strategies and practices including contact with the media and community; write, edit, design, and publish a variety of public information and outreach materials; develop policies and procedures consistent with organizational goals; set priorities and make decisions on a variety of complex matters; maintain flexibility and organize work to meet changing deadlines; communicate effectively in both oral and written forms with people from various cultural and socioeconomic backgrounds; establish and maintain cooperative and effective working relationships with others; monitor project timelines and budgets; operate a computer and related office technology; understand public affairs implications and disseminate the news value of educational programs, activities, and events; select, supervise, train, and evaluate staff.

**Other Characteristics**

Possession of a valid California driver's license; willingness to travel locally using own transportation to conduct work assignments.

Revisions approved by Personnel Commission 2/8/22

Revision approved 1/15/08

Approved by Personnel Commission 6/21/05

Former title: Director I, Communications