

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

## **Classification Title: Executive Director, Communications**

### **Definition**

Under direction of the County Superintendent of Schools, provide strategic leadership for the marketing of the Sacramento County Office of Education's (SCOE) services and programs to ensure public understanding of the SCOE's mission, vision, goals, and accomplishments; oversees the implementation and coordination of marketing, public affairs, and communications to support and promote SCOE and its strategic goals, programs, events, and initiatives; 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 which may be found in positions within this classification.)*

Creates and manages content development, design, and layout for the SCOE's social media, website, multimedia, and print/digital publications and other communication tools; designs and implements outreach initiatives and campaigns to disseminate information to target audiences, including message development, formatting and structure of communication; provides communications, marketing, and public relations advice and detailed communication strategies to the superintendent, Board of Education, and administrators; 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; collaborates with districts and partners to identify, design, and implement strategic public information initiatives relevant to the education community in the county; develops and maintains primary media contacts and activities; organizes media site visits and assists the press in developing stories; ensures coordination and delivery of appropriate communications before, during, and after emergencies and crisis situations; 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 organization-wide communication and branding standards, policies, training, and protocols; leads a team to research daily events and topics that impact local education agencies and makes recommendations to the Superintendent regarding urgent issues that need immediate responses; 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 content for organization-wide use; oversees the Communication team and ensures that work produced is innovative, high caliber, and supports educational settings and initiatives; supervises staff to oversee public affairs and community, press, and government relations; 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 education, journalism, communications, public relations or related field; a minimum of five years of progressively responsible experience in managing and creating content for online presence, and the planning, organizing, administering, and executing of comprehensive agency-wide communications or public relations programs

in an educational, public, non-profit, and/or organization or association required; advanced degree in educational leadership, communication, public affairs, communications, journalism, or related field desired.

**Knowledge of**

Principles, methods, and theory of communication, public relations, marketing, and exceptional written and oral communication; 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; educational and social issues and their impact on schools and public education; technical aspects of news media, public relations writing and printing; methods and techniques of editing copy and preparing content deliverables; principles of organization, project management, program planning, 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; establish positive working relationships within the county, including with elected officials, educational leaders, and staff; 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.

Approved by Personnel Commission on 6/14/2022