

Sacramento County Office of Education Job Description

Classification Title: Manager, Communications

DEFINITION

Under general direction, assists in developing and organizing communications and community relations programs; plans events and activities to enhance communications programs; performs other related duties as assigned.

DIRECTLY RESPONSIBLE TO

Director, Communications

SUPERVISION OVER

Technical and clerical personnel as assigned.

DUTIES AND RESPONSIBILITIES

(This position may not include all of the listed duties, nor do all of the listed examples include all tasks which may be found in this classification.)

Event Planning

Plans, organizes, coordinates, promotes, and facilitates events including employee recognition program, Teacher of the Year, Classified Employee of the Year, Employee Recognition Day, and other events; schedules and maintains communication with speakers, vendors, and participants; coordinates and monitors event timelines; designs and analyzes evaluations; designs a variety of materials and programs for events; attends meetings and represents county office with service groups; acts as prime source for promotion of activities and special events; initiates, coordinates and/or participates in efforts to promote county office and school district activities, services, and events.

Communications/Information Management

Coordinates publications, reports from County Superintendent of Schools to employees, Board of Education information, and brochures, pamphlets, newsletters, and other materials as directed; maintains and distributes current listings of upcoming events within and outside the county office to employees, staff, media, local and state agencies, educational institutions; creates content for website and media distribution; takes photographs for printed and electronic publications; reviews content for website and Intranet to ensure consistency with content standards; maintains contact with media, professional, and civic organizations and other groups to promote county office programs.

MINIMUM QUALIFICATIONS

Education, Training, and Experience

Any combination of education, training, and/or experience equivalent to completion of a bachelor's degree with major coursework in English, journalism, communications or related field. Previous experience in journalism, communications, media, public relations, event planning, writing or editorial work highly desirable.

Knowledge of:

Event planning, media and public relations and marketing principles and practices; public education system and Board of Education processes; appropriate and applicable education code provisions; copyright laws, radio and television broadcast production processes; fundamentals of writing, composition, graphic design and layout; digital photography and production for publications; Adobe Creative suite (Photoshop, InDesign, Illustrator, Acrobat Professional, Microsoft Office); and Internet applications as they relate to public information activities.

Skill and Ability to:

Develop a project budgets and monitor expenditures; edit and design a variety of materials; write in a creative, descriptive, technical or factual manner; establish and maintain cooperative relationships with those contacted in the course of work; respond to sensitive matters and/or situations with discretion, tact, and

confidentiality; coordinate complex projects and meet deadlines; prepare presentations; speak effectively in various public forums; conduct video interviews; operate digital camera; utilize standard business and desktop publishing software.

Other Characteristics

Possession of a valid California driver's license; willingness to travel throughout the state for meeting and conferences (mileage/travel expenses reimbursed); willingness to work extra hours as required.

Revision approved by Personnel Commission 2/14/17
Former title: Special Events Coordinator
Revision approved by Personnel Commission 6/21/05
Former title: Public Information Officer
Approved 5/96