

SAN DIEGO COUNTY OFFICE OF EDUCATION
Personnel Commission

CLASS TITLE: COMMUNICATIONS ASSISTANT, Grade 52

DEFINITION:

Under general direction, the Communications Assistant supports communication efforts by drafting, editing, proofreading, and assisting in the preparation and dissemination of a variety of publicity and informational materials; and assists in the planning and coordination of special projects and community-related special events.

DISTINGUISHING CHARACTERISTICS:

The Communications Assistant classification is distinguished from the higher level Communications Specialist classification in the following ways: the Communications Assistant performs job duties related to composition of promotional materials and content, and the use of online marketing tools, such as websites and social networking media, whereas the Communications Specialist requires specialized subject matter expertise in the area of public relations, and is responsible for the development and implementation of division and county-wide strategic communications strategies and campaigns, and the composition of promotional materials and content for the use of senior leadership.

REPRESENTATIVE DUTIES:

This position description is intended to describe the general nature and level of work being performed by the employee assigned to this position. This description is not an exhaustive list of all duties, responsibilities, knowledge, skills, abilities and working conditions associated with the position. Incumbents may be required to perform any combination of these duties. All requirements are subject to possible modification to reasonably accommodate individuals with a disability.

ESSENTIAL FUNCTIONS:

Writes news releases, media advisories, newsletter articles, fact sheets, memos, letters, brochures, training materials, and social media posts, highlighting SDCOE and school district programs and activities;

Writes copy for print and e-newsletter articles and website content highlighting SDCOE and school district programs and activities;

Contributes writing for fact sheets, memos, letters, brochures, training materials, social media posts, news releases, and media advisories;

Creates templates and style sheets for publications, newsletters and web pages;

Cultivates relationships and conducts subject matter background research and interviews with staff members, students, alumni, parents, school district representatives, and community partners as resources for stories and other content;

Reviews and edits copy to ensure accuracy, clarity, and appropriate language and content for the intended audience;

Provides logistical support for special events and community outreach projects;

Works with print, television and radio news reporters to assist their coverage of County Office of Education and school district programs;

Develops and maintains professional relationships with business representatives, public officials, community members, and the media;

Responds to requests for information from members of the media, general public, local businesses and government agencies;

Shoots photographs of County Office of Education events for use on SDCOE website and other media;

Works with key SDCOE personnel to update SDCOE website and other media;

Reads and reviews daily news clips and maintains on-going awareness of current school district issues;

NON- ESSENTIAL FUNCTIONS:

Performs related duties as assigned.

EDUCATION AND EXPERIENCE:

A combination of education and experience equivalent to: a bachelor's degree with courses in English composition, journalism, public relations, creative writing, or a closely related field and two years of experience in news reporting, feature writing, copy editing, and/or public relations.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Research and interview techniques, methods, and procedures

Current trends and issues in California public schools;

Principles of communications and journalism;

Correct English usage, grammar, spelling, punctuation, and vocabulary.

Writing techniques and standard editing procedures.

Computers and peripheral equipment;

Social media;

Oral and written communication techniques;

Knowledge of local weekly and daily news reporters, editors and producers and the San Diego media landscape is preferred.

ABILITY TO:

Write engaging content in a broad range of voices for a variety of formats;

Editing and proofread using primarily Associated Press style;

Meet short deadlines;

Maintain positive attitude while working on short, multiple deadlines;
 Produce clearly written, succinct news materials;
 Collaborate with other SDCOE personnel and representatives from community organizations;
 Analyze news value of educational issues and events;
 Establish and maintain strong working relationships with County Office of Education, school district and news media personnel;
 Communicate effectively orally and in writing;
 Work effectively independently and as part of a team with minimum supervision;
 Organize and prioritize work;
 Exercise appropriate judgment in making decisions;
 Maintain confidentiality of information;
 Demonstrate attendance sufficient to complete the duties of the position as required;
 Complete routine tasks thoroughly, accurately and with attention to detail;

WORKING CONDITIONS AND PHYSICAL ABILITIES:

Office environment. Ability to travel to and from meetings and events as job requires.

Must be able to hear and speak to exchange information; see to perform assigned duties; possess dexterity of hands and fingers to operate equipment; sit and/or stand for extended periods of time; kneel, bend at the waist, and reach overhead, above the shoulders horizontally, to retrieve and store files and supplies; and lift light objects.

Established	Approved by the Personnel Commission	Revised	FLSA Status	Salary Grade
08/2005	Aug. 12, 2005	3/2013; 6/2018	Non-Exempt	Classified Support Grade 52