

JOB DESCRIPTION

San Diego County Office of Education

Director, Communications

Purpose Statement:

The Director, Communications, is responsible for directing and leading the Communications team in providing timely and accurate information to employees, districts, communities, and other stakeholders; supporting SDCOE leadership and staff with communications-related issues, including crisis communications and community relations; and creating a variety of materials and tools to facilitate effective and uniform communications of SDCOE initiatives, priorities, and positions to a variety of audiences.

Diversity Statement:

Because each person is born with inherent worth and dignity, and because equitable access and opportunity are essential to a just, educated society, SDCOE employee commitments include being respectful of differences and diverse perspectives, and being accountable for one's actions and the resulting impact.

Representative Duties:

This position description is intended to describe the general nature and level of work being performed by the employee assigned to the 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.

Essential Functions:

- Directs all aspects of day-to-day Communications operations; oversees the Communications team to ensure that work produced is innovative, high-caliber, inclusive of all stakeholder groups and constituents.
- Supports public understanding of, satisfaction with, and support for SDCOE and public education, and participation in SDCOE programs and services.
- Develops and manages SDCOE's strategic communications plan and provides annual review and update.
- Develops and maintains a proactive communications program with district and charter school leaders and staff, SDCOE staff, students and families in SDCOE-operated schools, and the public.
- Advises internal and external stakeholders on crisis communications; provides communications, marketing, and public relations advice to the superintendent, school board members, and district and site administrators.
- Responds to issues (such as those involving staff, conflicts in policies and regulations, community concerns, parental requests, etc.) that may result in some negative impact and/or liability if not appropriately addressed for the purpose of identifying the relevant issues and recommending or implementing a plan of action that will efficiently resolve the issue.

- Acts as a representative for the superintendent or other agency leaders at public events, meetings, and committee gatherings.
- Serves as spokesperson for superintendent, SDCOE leadership, and the San Diego County Board of Education in contacts with the media and a wide variety of public and private organizations.
- Coordinates and conducts media and editorial board briefings and press conferences; establishes and maintains positive working relationships with members of the media.
- Interprets educational issues and SDCOE positions on issues related to media and the public.
- Researches and prepares position papers, reports, presentations, op-eds, letters to the editor, message points, and speeches for the superintendent and other administrators.
- Prioritizes communications and public relations needs and directs appropriate and timely responses.
- Responds immediately to emergencies at all times, including receiving and assessing information, cooperating with news media and others, and informing appropriate SDCOE personnel.
- Develops, prepares, and analyzes budget data for the Communications department, as needed.

Other Functions

- Performs other related duties as assigned for the purpose of ensuring the efficient and effective functioning of the work unit.

Job Requirements: Minimum Qualifications

Knowledge and Abilities:

KNOWLEDGE OF:

Principles and methods of communications, public relations, and marketing;
 Communications media and their most effective uses, including web, digital, and social media;
 Appropriate media contacts regarding given issues and circumstances;
 Public relations policies and procedures;
 Personnel practices;
 Business telephone etiquette;
 Codes/laws/rules/regulations/policies;
 Concepts of grammar and punctuation;
 Community resources.

ABILITY TO:

Promote a human-centered culture that elevates the strengths of others creating a sense of belongingness;
 Practice cultural competency while working collaboratively with diverse groups and individuals;
 Develop and maintain effective relationships with personnel of the news media, community leaders, administrators and others;
 Develop effective communications strategies for all communities;
 Manage, develop, and administer technical policies and procedures in a complex environment;
 Assign, train, supervise, evaluate, coach, and motivate staff;
 Analyze and evaluate complex situations and apply solutions to determine next steps;
 Organize and prioritize work;
 Communicate effectively both orally and in writing;
 Attend the needs and expectations of clients;
 Plan and track projects timelines, budget, and achieve objectives;

Manage, report, and execute project schedules and timelines;
Work with multiple projects, frequent interruptions, and changing work priorities;
Support the SDCOE in achieving its mission, vision, and strategic goals.

Working Environment:

ENVIRONMENT:

Duties are typically performed in an office setting.

May be designated in an alternate work setting using computer-based equipment to perform duties.

PHYSICAL ABILITIES:

Must be able to hear and speak to exchange information; see to perform assigned duties; sit or stand for extended periods of time; possess dexterity of hands and fingers to operate computer and other office equipment; kneel, bend at the waist, and reach overhead, above the shoulders and horizontally, to retrieve and store files; lift light objects. All requirements are subject to possible modification to reasonably accommodate individuals with a disability.

Education and Experience:

Education: A bachelor’s degree in public relations, journalism, communications, advertising, or closely related field; and

Experience: Five (5) years of experience in the development, design, and implementation of communications/public relations strategies and related media, including online and print materials. Previous experience at a public or educational agency preferred.

Equivalency: A combination of education and experience equivalent to a bachelor’s degree in public relations, journalism, communications, advertising, graphics, or closely related field and five (5) years of experience in the development, design, and implementation of communications/public relations strategies and related media, including online and print materials.

Required Testing

N/A

Certificates, Licenses, Credentials

Valid California Driver’s License

Continuing Educ./Training

N/A

Clearances

Criminal Justice Fingerprint/Background

Clearance

Physical Exam including drug screen

Tuberculosis Clearance

FLSA Status: Exempt

Salary Grade: Classified Management, Grade 050

Personnel Commission Approved: May 17, 2023