



SANTA BARBARA COUNTY EDUCATION OFFICE  
Personnel Commission

**Manager, Communication Strategies**

**Basic Function**

Plans, coordinates, and implements public outreach, involvement, and recognition programs that advance educational and community engagement initiatives and partnerships. The Manager, Communications Strategies is a managerial professional position, carrying with it leadership breadth by virtue of its role in projects, events, community outreach done on an independent basis, and site-based oversight of the facility. The Manager requires competency in and the ability to use self-starting human relations skills to initiate contact with education, business, local government, and community-based agencies. The Manager also requires the ability to supervise internal accountabilities such as office services.

**Essential Duties and Responsibilities**

- Develops target audiences. Recommends communications and involvement approaches and materials consistent with the goals of the county office, its programs, and how it can support education.
- Designs collaborative processes that engage the community in understanding current issues and provides opportunities for collaborative discussion, feedback and decision-making.
- Participates in public relations, information and outreach programs, including news about projects, programs and services. Participates in activities that advance the public image and stature in the communities served by the county office.
- Represents and promotes the interests of the county office. Serves as a liaison and representative of the Superintendent with local events, groups and individuals.
- Evaluates the effectiveness of outreach, communications, and school/community involvement activities and makes or recommends for changes.
- Coordinates and integrates services and activities with staff and other organizations. Develops program partnerships, where applicable, with external agencies and organizations. Leads, facilitates and participates in multi-agency efforts.
- Assists the Superintendent and/or designee by contributing to press releases, newsletters, public service announcements, and other media materials on that introduce and convey the county office to its internal and external publics.
- Organizes and facilitates school-to-business and community events such as principal for the day and fundraising projects. Designs, prepares, and distributes communications materials. Secures participation and may host events.
- Oversees and coordinates administrative services for a county office campus, to include facilities, emergency preparedness, and support services.

- Works with and may facilitate projects with local government, public safety, and other agencies to develop interagency roles and responsibilities.
- Recruits, organizes, trains and assigns volunteer workers to projects, programs, and special events.
- Performs other duties as assigned that support the overall objective of the position.

## **Qualifications**

### **Knowledge and Skills**

The position requires specialized knowledge of the principles, methods and practices applied in design and implementation of community outreach, public involvement, collaborative processes, marketing and consensus building programs and activities. Requires specialized knowledge of the principles, practices, tools and techniques of program and project planning and management including goal setting, identifying audiences, program and work plan development and implementation. Requires knowledge of the methods and techniques used in citizen involvement and external communications. Requires sufficient knowledge of personal computer operations to access and apply common office productivity software and specialized programs such as presentation graphics and desktop publishing. Requires well-developed human relations skill to conduct persuasive formal presentations to diverse audiences, facilitate small group processes, present ideas clearly, receive feedback, resolve conflict, and convey technical concepts to others. Requires knowledge of facilities management including scheduling of employees, issuance of keys, security monitoring, and establishing a welcoming service environment. Requires working knowledge of up-to-date emergency preparedness including team management, supplies, employee certification, and collaborative efforts toward efficiency.

### **Abilities**

Requires the ability to carry out the objectives of the position. Requires the ability to plan, organize, manage, direct and implement a variety of complex community outreach and involvement program functions and activities to achieve program goals and objectives. Requires the ability to analyze complex program, administrative, operational and organizational objectives and issues. Requires the ability to receive and evaluate community input and develop alternative, logical, fact-based conclusions and recommendations. Requires the ability to coordinate program activities with multiple stakeholders and facilitate development of partnerships and multi-agency agreements. Requires the ability to organize and implement communications campaigns. Requires the ability to work cooperatively with all age populations. Requires the ability to work as a contributing member of a team, work productively and cooperatively with other teams and external customers, and convey a positive image of the Office and its services. Requires the ability to travel to various city locations and work evenings and weekends. Requires the ability to manage groups of individuals to ensure facilities are operational, secure, and safe.

### **Physical Abilities**

Requires the ability to function primarily indoors in an office environment engaged in work of primarily a sedentary nature. Requires sufficient ambulatory ability to move about to office and remote locations. Requires auditory ability to project voice to large audiences and carry on ordinary and telephonic conversations. Requires near and far visual acuity to read detailed maps, drawings, other printed material, computer screens, and observe audiences. Requires manual and finger dexterity to write and to operate microcomputers

and other office equipment. Requires the ability to alternatively sit and stand for sustained periods of time to deliver presentations.

**Education and Experience**

The position typically requires a Bachelor’s degree in marketing communications, journalism, or related field and five years of progressive experience in public and community relations.

**Licenses and Certificates**

Requires a valid driver’s license.

**Working Conditions**

Work is performed indoors where minimal safety considerations exist.

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