

JOB DESCRIPTION
San Diego County Office of Education

MANAGER, COMMUNICATIONS AND MARKETING

Purpose Statement:

The Manager, Communications and Marketing, manages and coordinates the work for content development, design, and layout for the SDCOE's social media, website, multimedia, and print/digital publications and other communication tools; coordinates the use of multimedia to effectively engage with the public, outside organizations, and media outlets; and coordinates an overall presence for SDCOE while ensuring that representations of products/services meet established standards/themes.

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:

- Collaborates, coordinates, plans, and implements communications and marketing strategies across social media, website, multimedia, and print/digital publications and other communication tools to raise the visibility of the organization's initiatives and services and enhance the image, reputation, and understanding of SDCOE, local educational agencies, and the educational community.
- Designs and implements communications relevant to schools, school district and charter school staff, parents, students, policymakers, and communities; plans for and executes the dissemination of information.
- Transforms complicated concepts and initiatives into communications that are easily comprehensible by broad and diverse audiences.
- Plans, prioritizes, assigns, and reviews the work of management and technical support staff responsible for providing web and design services.
- Develops and maintains quality standards for print and online publications, websites, social media accounts, podcasts, newsletters, etc.; reviews content for materials to ensure consistency with content standards.
- Assesses needs and makes recommendations, develops, plans, and coordinates strategies for the use of digital marketing tools for SDCOE and related deliverables.
- Researches and analyzes new technologies for the purpose of recommending new systems for improving digital and design services for SDCOE and clients.
- Trains, supervises, and evaluates assigned personnel to ensure products and services are efficient and inclusive of all educational partners.

- Develops and supports systems to measure communications outcomes, and coordinates efforts based on formative and outcome data.
- Keeps informed of important and relevant topics, news events, and trends related to public education and best practices in communications and marketing that may result in controversy, news coverage, or tactical shifts.
- Contributes to development of organization-wide branding, and communication standards, policies, and protocols.
- Develops, prepares, and analyzes budget data for communications and marketing initiatives as assigned.

Other Functions:

- Perform 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:

Human centered and socially conscious leadership;
 Marketing concepts of research, analysis, strategies and evaluation;
 Computer applications for artistic renderings;
 Principles of layout and design;
 Marketing and sales programs, and practices;
 Effective text writing for sales and brochure purposes, scripts and ads;
 Public relations techniques, principles and practices;
 Graphic design concepts, operations, and procedures;
 Laws, rules, and regulations related to the use of social media;
 Marketing concepts and strategies;
 Online communications for media, television, and radio production processes.

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;
 Observe, read, analyze and interpret written, visual and verbal data;
 Plan and organize assigned projects to meet set deadlines;
 Write using good grammar, punctuation, and spelling;
 Establish and maintain good working relationships.

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 with a major in public relations, journalism, communications, advertising, graphics, or a closely related field; and

Experience: Four (4) 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. Or

Equivalency: A combination of education and experience equivalent to a bachelor’s degree with a major in public relations, journalism, communications, advertising, graphics, or a closely related field and four (4) 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 Salary Schedule, Grade 044

Personnel Commission Approved: October 18, 2023