

**JOB DESCRIPTION**  
**San Diego County Office of Education**

**SENIOR DIRECTOR, MEDIA AND COMMUNICATIONS STRATEGY**

**Purpose Statement**

The Senior Director, Media and Communications Strategy is responsible for overseeing all media for SDCOE, including cable channels, SDCOE's digital presence, communications, marketing and brand management, graphic design, video production, SDCOE's print shop and the Educational Broadband System (EBS), in accordance with Board policies and various regulatory agencies. The Senior Director collaborates with SDCOE leadership to align agency communications with organizational goals and promote the San Diego County Office of Education and its programs, events, and initiatives.

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**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 the 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**

- Develops, oversees, and evaluates media and communication strategies that raise the visibility of the organization's initiatives and services and enhance the image, reputation, and understanding of San Diego County Office of Education (SDCOE) and public education in San Diego County.
- Provides strategic advice and detailed communications strategies for the County Superintendent, senior leadership, and SDCOE managers to address challenging communications issues or opportunities.
- Directs and oversees content development, design, and layout for the SDCOE website, social/digital media, video, and print publications to implement initiatives, while ensuring compliance with SDCOE branding standards.
- Develops and implements organization-wide branding, marketing, and communication-standards, policies, and protocols.
- Collaborates with internal and external personnel the purpose of implementing and/or maintaining media and communication services and programs.
- Coordinates the operation, scheduling and technical infrastructure of three of the County's regional centers (Joe Rindone Technology Center, North County Regional Education Center and South County Regional Center) for the purpose of assisting clients with technologies such as Webcasting, video conferencing, multimedia presentations and large venue productions.
- Facilitates meetings, workshops, seminars, etc. for the purpose of identifying issues, developing

recommendations, supporting other staff, and serving as a County representative.

- Develops and manages budgets for Media and Creative Services for the purpose of ensuring that allocations are accurate, revenues are recorded, expenses are within budget limits and/or fiscal practices are followed.
- Manages a wide variety of programs and services recently designed, engineered and implemented for the purpose of providing innovative services within established timeframes and in compliance with related requirements.
- Oversees all aspects of cable channel, video production and streaming services (e.g. video and sound editing, videography, still photography, creative content development, etc.).
- Performs the duty of content curation for the Continuity of Operations Plan (COOP) process for the purpose of facilitating individual plan and sub-plan development and maintenance for all divisions and programs.
- Performs administrative personnel functions (e.g. interviewing, evaluating, supervising, directing activities of staff, creating teams of technicians, etc.) for the purpose of maintaining adequate staffing, enhancing productivity of personnel and achieving objectives within budget.
- Prepares a wide variety of often complex materials (e.g. plans, budgets, funding requests, reports, analyses, recommendations, procedures, etc.) for the purpose of documenting activities and issues, meeting compliance requirements, providing audit references, making presentations, and/or providing supporting materials for requested actions.

### **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:

Human centered and socially conscious leadership;

Appropriate media contacts regarding given issues and circumstances;

Principles of psychology applicable to communications;

Budget preparation and control;

Regulations and procedures related to assigned areas of responsibility;

Oral and written communication skills;

Computers and assigned software;

Principles and practices of management, supervision and training;

Applicable laws, codes, regulations, policies and procedures;

Interpersonal skills using tact, patience and courtesy;

Marketing principles and practices;

Web page development, use and maintenance;

Current social media tools, trends and techniques;

Federal Communications Commission rules and regulations;

Pertinent laws, codes, policies, and/or regulations

**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;
- Ensure compliance with SDCOE brand standards in assigned programs and services;
- Present information regarding SDCOE programs in a proactive, complete and media-sensitive manner;
- Develop and maintain effective relationships with personnel of the news media, community leaders, administrators and others;
- Develop effective media communications strategies for all communities including the diverse cultural and other language speaking communities of the SDCOE;
- Interpret, apply, and explain applicable laws, rules and regulations;
- Communicate effectively both orally and in writing with the news media and the various publics served by the SDCOE;
- Maintain confidentiality of sensitive and privileged information;
- Establish and maintain cooperative and effective working relationships with others;
- Operate a computer and assigned office equipment;
- Meet schedules and timelines;
- Write clear, concise reports and articles and speeches in easily understood language;
- Direct the maintenance of a variety of reports and files related to assigned activities;
- Train others in communications strategies;
- Work with data of widely varied types and/or purposes;
- Analyze issues and create action plans;

**Working Environment**

**ENVIRONMENT:**

Duties are typically performed in an office or studio setting. This assignment requires occasional nights and weekend duties and a flexible schedule as needed.

**PHYSICAL ABILITIES:**

The usual and customary methods of performing the job's functions require the following physical demands: some lifting, carrying, pushing, and/or pulling, and significant fine finger dexterity.

Generally, the job requires 60% sitting, 25% walking, and 15% standing. This job is performed in a generally clean and healthy environment. All requirements are subject to possible modification to reasonably accommodate individuals with a disability.

**Experience:** Seven (7) years of increasingly responsible experience in managing media and communications, educational broadband systems, video productions services or closely related field. A minimum of seven (7) years' experience in a supervisory capacity is required.

**Education:** Bachelor's degree in computer science, communications and media studies, telecommunications, information technology or related field.

**Equivalency:** A combination of education and experience equivalent to: Bachelor's degree in communications and media studies, telecommunications or related field and seven (7) years of increasingly responsible experience in managing media and communications, educational broadband systems, video productions services or closely related field. A minimum of seven (7) years' experience in a supervisory capacity is required.

**Required Testing**

N/A

**Certificates**

Valid CA Driver's License

**Continuing Educ./Training**

Maintains Certificates and/or Licenses

**Clearances**

Criminal Justice Fingerprint/Background Clearance

Physical Exam including drug screen

Tuberculosis Clearance

**FLSA State:** Exempt

**Salary Range:** Classified Management, Grade 53

**Personnel Commission Approved: October 19, 2016**

**Revised:** 09/19; 10/23