

MANAGER, COMMUNICATIONS

Reports to: Director, Communications

Division: Superintendent's Office

Our ideal candidate

You are an exceptional communicator who is adept at telling an organization's story, orally as well as in writing and images. You demonstrate initiative in mastering new communication tools and strategies. You are versatile, able to work independently and also lead teams in developing and executing plans and projects. You have a passion for the education field and are committed to providing the best service possible to the Santa Barbara County Education Office, school districts, students, and the community.

General description

Under administrative direction, translate organizational objectives into broad terms of public understanding; develop and implement internal and external communication strategies across the organization; provide day-to-day oversight of departmental operations and initiatives; provide functional supervision, guidance, and support to other members of the Communications team; maintain productive relationships with the media and external groups; and ensure that SBCEO has a robust presence across various media channels and platforms.

Specific duties and responsibilities

- Develop strategic and segmented communications strategies for the purpose of ensuring services are provided within established and fulfilling all related requirements.
- Support the Director, Communications in achieving department and organizational communications goals with the purpose of inspiring public and community engagement, and awareness of SBCEO impacts and outcomes.
- Coordinate and collaborate with SBCEO divisions and departments to achieve stated goals, including identifying opportunities for improved systems and best practices (e.g. technology integrations, project management, and branding).
- Draft time-sensitive communication materials such as talking points, remarks and speeches, editorials, and media statements for use by Superintendent and other SBCEO leaders in representing the organization; draft and oversee production of other communication materials, including website content, press releases, brochures, surveys, and forms.
- Independently or by leading a team, develop a wide variety of sophisticated materials, e.g. crisis plans, communications plans, annual impact reports, and newsletters.
- Oversee the development and maintenance of communications resources such as media toolkits and branding guides.
- Respond to requests for public records in accordance with state law.
- Design and execute engaging social media strategies and marketing and promotional campaigns for SBCEO events and initiatives; review analytics to determine effectiveness of campaigns and adjust strategy as needed, manage project budgets as applicable.
- Oversee development of a wide range of digital and print communications copy (e.g. radio commentaries, video scripts, multimedia presentations, social media posts, flyers, and articles) that represents SBCEO in the community.

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- Engage in ongoing professional development such as attending workshops, trainings, seminars, and conferences and participating in professional associations to maintain knowledge of industry best practices, trends, and innovations.
- Provide support to County Board of Education meetings, including webinar moderation, video production, presenter preparation, and special events
- As assigned during emergency or disaster situations, provide prompt and accurate information to SBCEO, district staff, and the public.
- May respond on behalf of the organization to members of the public who contact SBCEO to express concerns about sensitive or controversial topics.
- May perform supervisory duties, including: interviewing and selecting staff; planning, assigning, and reviewing the work of assigned staff; providing coaching, training, and professional development; establishing performance standards and evaluating performance; and taking disciplinary action as needed.

Requirements

A typical way to qualify for this classification would be:

Education: Possession of a bachelor’s degree from an accredited college or university in journalism, communications, marketing, education, English, or other related field.

Experience: Two years of experience coordinating and implementing communications campaigns and strategies, preferably in the public, education, or nonprofit sectors.

Equivalent combinations of training, education, and experience that provide the required knowledge and abilities will also be considered.

Knowledge of:

- Public relations practices, procedures, and terminology
- Principles and practices of non-profit marketing
- Effective social media practices and strategies for a professional setting, including Facebook, Instagram, X, YouTube, and other platforms
- Principles and standards of web design
- Principles and practices of project management and supervision
- Principles of budget management
- Graphic design
- Website design and maintenance, site development and management, and website analytics
- Correct English usage, grammar, spelling, punctuation, and vocabulary

Ability to:

- Learn County Education Office organization, operations, policies and objectives
- Plan, organize, coordinate, and prioritize work of self and others
- Lead and work effectively with teams to accomplish goals and consistently meet timelines

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- Handle multiple tasks, work under pressure, and adapt to priorities and deadlines that are subject to frequent change
- Complete work despite frequent interruptions
- Work independently
- Quickly learn and navigate new technologies
- Draft a variety of written materials independently and from general oral instructions
- Organize and edit rough draft copy
- Take photos using a variety of devices, including camera, phone, and tablet
- Use mobile devices to update digital content
- Represent SBCEO positively to the media, the public, and other agencies
- Demonstrate diplomacy, tact, patience, courtesy, and professionalism
- Operate a computer and other office equipment and related software programs, including a content management system

Ability to speak, read, and write Spanish fluently and skills in photography and videography are desirable.

Licenses and certificates

Valid California driver's license; automobile insurance required by law; and the use of a dependable automobile.

Working conditions

Positions in this classification are considered generally sedentary. Most work is performed at a desk and usually involves extensive use of computers, telephones, and other office equipment. Noise levels are typically low to moderate, and interruptions may be frequent. Strenuous physical activity — such as lifting and carrying heavy objects, crawling, or stooping — is not generally associated with this classification. The work of this classification involves the use of the senses, including vision (and color vision) and hearing. This classification is not typically exposed to significant safety hazards.

Work is performed in a typical modern office environment. Local travel to a variety of locations is required. Occasional attendance at evening and weekend meetings and events is also required.

Management salary range 14

Approved by the Personnel Commission: January 25, 2024