



DIRECTOR, COMMUNICATIONS & PUBLIC INFORMATION OFFICER

Reports to: County Superintendent of Schools
Division: Superintendent's Office

Our ideal candidate

You are a visionary leader who is adept at telling an organization's story, orally as well as in writing and images. You take initiative in providing communications services and advice to SBCEO staff at all levels and local school district leaders. You lead your department to achieve excellence and make innovative use of new communication tools and strategies. You handle and manage multiple projects simultaneously to meet deadlines. You have a high level of discretion and professionalism in handling sensitive situations. You lead, encourage, and assess employees well, with an eye toward their development and success. You are an exceptional communicator, both orally and in writing.

General description

Under administrative direction, oversee a comprehensive communications, community engagement, and marketing program for SBCEO. Manage the Communications Department in providing a range of communications support to SBCEO departments, including promotional campaigns, social media, website content management, and reprographics, to publicize events, activities, programs, policies, and initiatives and promote the mission of the Office. Serve as a Cabinet-level advisor and resource to the County Superintendent and SBCEO and school district staff regarding all aspects of public information and communications on a wide range of efforts and initiatives. In cases of emergency affecting schools in the county, serve as primary liaison between SBCEO and emergency operations staff.

Specific duties and responsibilities

- Plan, organize, and coordinate the flow of public information to the community pertaining to events, activities, and initiatives of the Office.
- Assure timely and effective communication from SBCEO and/or appropriate school districts regarding incidents or emergencies that may impact schools in the county; advise school leaders on navigating media relations, community outreach, and internal communications during critical incidents.
- Support the County Superintendent by: researching and developing position papers on County and legislative issues; developing resolutions on proposed statewide issues or policy language that reflects the position of the Office; preparing and producing content for a variety of media addressing critical issues facing education; establishing and maintaining relationships with community partners.
- Interview and select staff; provide training and professional development to staff; make assignments, review work in progress or upon completion, and assist staff in resolving sensitive situations or errors; set performance standards, provide performance feedback to staff, and prepare performance evaluations; provide counseling to employees and initiate corrective action or progressive discipline process as needed.
- Develop and administer departmental and project budgets.
- Serve as the primary media spokesperson for the Office.



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- Monitor traditional and social media and distribute pertinent information to appropriate leaders.

Directly or through subordinates:

- Write, design, and edit news releases, brochures, publications, newsletters, and videos to disseminate information about SBCEO events and activities and promote the goals of the Office.
 - Manage content and production design for SBCEO radio commentaries and other electronic and print media productions and programming.
 - Ensure internal adherence to SBCEO standards, policies, regulations, and guidelines concerning the dissemination of public information.
 - Plan, coordinate, and manage SBCEO events.
 - Respond to Public Records Acts requests in compliance with applicable laws.
 - Develop and maintain SBCEO website content.
 - Attend or report on events.
- Perform other related duties as assigned.

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, is required. A master's degree, preferably in journalism, communications, marketing, education, English, or other related field, is preferred.

Experience: Five years of experience as a public information officer, communications manager, or public relations professional that included team leadership or supervisory experience.

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

Knowledge of:

- Principles, methods, procedures and strategies related to public information, communications and community relations programs
- 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
- Website development, management, and analytics
- Graphic design

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- Role, services and functions of the County Education Office as they relate to school districts, community agencies, county government, state offices and national organizations
- Legal mandates, policies, regulations and guidelines related to the release of public information;
- Event planning and coordination
- Principles and practices of supervision and management
- Principles and practices of project management
- Principles of budget management
- Standard office productivity software applications, including word processing, spreadsheets, presentations, and videoconferencing
- Strategic planning
- English grammar, punctuation, vocabulary, and spelling;
- Broad range of writing styles, including journalistic, marketing, social media, and formal reports

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
- Analyze situations accurately and develop an effective course of action
- Exercise discretion and make sound decisions
- Function effectively during emergency or crisis situations
- Facilitate meetings and discussions effectively
- Establish, cultivate, and maintain effective relationships with SBCEO staff at all levels and community stakeholders
- Assign and review work, provide training, set performance standards, and evaluate performance
- Edit and proofread documents
- Communicate effectively, orally and in writing
- Handle multiple tasks, work under pressure, and adapt to priorities and deadlines that are subject to frequent change
- Work independently and as a member of a team
- Draft a wide variety of written materials and content for a range of platforms independently and from general oral instructions
- 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
- Achieve proficiency in use of SBCEO administrative systems, including financial system, website content management system, and virtual meeting tools
- Work confidentially with discretion



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Licenses and certificates

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

Working conditions

This classification is considered generally sedentary. Most work is performed while sitting at a desk and usually involves extensive use of computers, telephones, and other office equipment. Standing and walking may be involved when staffing an event. Strenuous physical activity — such as lifting and carrying heavy objects, crawling, or stooping — is not generally associated with this position. This position 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.

This position is designated as senior management, pursuant to Education Code 45256.5. The incumbent does not serve a probationary period and does not earn permanency in the classification. In all other respects, the incumbent has the rights and responsibilities of other managers in the classified service.

Management salary range 31

Approved by the Personnel Commission: January 24, 2013

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