Marin County Office of Education (Marin COE)
as Administrative Agent for the
California Collaborative for Educational Excellence (CCEE)

Professional Expert Description
Senior Specialist, Communications

THE POSITION:

The Senior Specialist, Communications for the CCEE reports to the Deputy Executive Director or their designated representative. This role involves organizing and providing logistical support for communications and working closely with CCEE leadership, staff, and partner agencies to develop and execute project plans in accordance with the communications strategic plan and CCEE statutory requirements. Responsibilities include supporting the Executive Advisor with implementation of the CCEE strategic communications plan, working across centers and with centers to prioritize micro-learning sites, websites, web traffic, and standardized branding expectations. This role requires working independently, and the ability to effectively manage a broad range of responsibilities, sometimes under pressure, and quickly adapt as needed.

DISTINGUISHING CHARACTERISTICS:

The position of Senior Specialist, Communications distinguishes itself from Specialist, Program by the higher level of independence, more complex coordination required, and leadership over multiple projects.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Any one position may not include all of the listed duties, nor do all of the listed examples include all tasks, which may be found in positions within this class. Job descriptions are written as a representative list of the ADA (Americans with Disabilities Act) essential duties performed by the entire job classification. Typical tasks include any duties and responsibilities assigned to the Senior Specialist job and Specialist job family, and:

- Leads the logistics and content for communications with all staff, statewide agency partners and other agencies
- Coordinates, and manages in-person and virtual meetings, including the development and implementation of agendas, facilitation guides, handouts, flyers, and presentations as needed.

- Develops content for projects, reports, and services that reflect CCEE's professional standards in appearance, content quality, usability, and relevance; provide colleagues with support, training, and guidance to meet such standards
- Leads collaborations with Local Educational Agency (LEA) team members and external partners in project design, resource development, data collection and reporting
- Establishes and maintains relationships with LEAs, state agency representatives, statewide associations, and other external partners
- Facilitates meetings and presents resource findings both internally and externally that address CCEE outreach and communications needs.
- Trains assigned personnel on CCEE administrative processes and systems for the purpose of ensuring that standards are achieved

Performs other duties as assigned requiring essentially the same effort, skill, and responsibilities when work requirements are changed or modified.

MINIMUM QUALIFICATIONS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION:

Bachelor's degree from an accredited college/university is required.

EXPERIENCE:

Minimum of 5 years in project management experience in education, communications, or a related field, with 2 of these years being with CCEE.

KNOWLEDGE *:*

- Use and operations of a computer and standard business software, including Project Management software, Zoom, AI platforms, Amazon Cloud, Google Suite (Drive, Docs, Sheets, Slides, Forms, Jamboard, Sites) and the advanced features of these programs, such as styles, formulas, and graphics.
- Awareness and understanding of Local Control Funding Formula (LCFF) policy, Local Control and Accountability Plan (LCAP) document and processes, especially as they relate to program services at the district level
- Project and change management strategies and application
- Basic budgetary practices
- Principles of supervision

SKILLS AND ABILITY:

PROJECT MANAGEMENT

- Effectively plan, develop, administer, implement, monitor and evaluate programs and projects related to assignment
- Manage multiple projects, including establishing and meeting competing project deadlines
- Analyze issues, create plans of actions, and reach appropriate and effective solutions
- Conduct basic budgetary practices for projects
- Create and maintain project documentation for internal and external purposes

WRITE AND EDIT

- Write and edit communications, memoranda, reports, handouts, presentation materials, and other written materials for a variety of audiences
- Copyedit and proofread written material, including handouts, reports, and presentation materials for:
    - Spelling, punctuation, and grammar
    - Tables, charts, references
- Ensure attention to detail for accuracy and coherence in written reports, handouts, presentation materials, and other documents and related project materials
- Develop and import graphics and images created in Photoshop or Illustrator into reports or other written materials

STAKEHOLDER SUPPORT

- Communicate effectively with supervisor, colleagues, and external stakeholders
- Establish and maintain effective working relationships with staff, school district, and county officer personnel, and other agency personnel
- Establish and maintain cooperative and professional working relationships with staff, the public, and other agency personnel; perform overtime as needed and perform job safely

OTHER

- Perform professional level tasks with a need to frequently upgrade skills
- Communicate effectively, both orally and in writing
- Work independently with little direction
- Work evenings and weekends as needed and perform the job safely
- Meet the travel requirements of the position

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions:

- Hearing and speaking to exchange information and make presentations
- Dexterity of hands and fingers to operate a computer keyboard
- Driving a vehicle to conduct work
- Seeing to conduct inspection of data
- Occasional lifting or carrying up to 25 lbs
- Occasional climbing, balancing, pushing, pulling, stooping, kneeling, and crouching
- Significant fine-finger dexterity
- Generally, the job requires 70% sitting, 15% walking, and 15% standing

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee:

- Regularly works in inside environmental conditions with:
    - minimal temperature variations
    - a generally hazard-free environment
    - a clean atmosphere
- Frequently works with a video display terminal for prolonged periods
- The noise level is typical of an open office work environment with background noise of telephones and conversations
- Works under stressful conditions with interruptions and shifting demands.

CERTIFICATES/CREDENTIALS/LICENSES:

- Valid California driver's license required