



SJCOE
EDUCATE · INNOVATE · INSPIRE

Job Description

POSITION TITLE:	Media and Communication Specialist Office of the Superintendent	#2470
SALARY PLACEMENT:	Classified Salary Schedule Range 37	

SUMMARY OF POSITION:

Under the direction of the San Joaquin County Office of Education (SJCOE) Associate Superintendent of Student Programs & Services, the Media and Communications Specialist assists the Public Information Office by supporting external and internal communications, quality control of web and social media and other functions in relation to communicating with the SJCOE's various stakeholders.

MINIMUM QUALIFICATIONS-EDUCATION, TRAINING, AND/OR EXPERIENCE:

Possess a high school diploma or equivalent. Two years of experience in public relations, communications, journalism, or other related fields.

DESIRABLE QUALIFICATIONS – EDUCATION, TRAINING AND/OR EXPERIENCE:

Possess a Bachelor's degree in public relations, communications, journalism, or other related fields. Previous work experience in the field of education.

KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of:

- public relations and communications practices and procedures
- social media applications
- assigned software

Ability to:

- operate a computer
- proof and edit rough draft copy
- handle multiple tasks and meet deadlines
- communicate effectively both orally and in writing

Possess:

- proficiency with current technology for performance of duties, including graphic design and desktop publishing software
- a valid California driver's license and proof of liability insurance coverage in the minimum amount required by SJCOE policy; insurable by the SJCOE carrier. Must furnish own transportation as required to fulfill job duties.

ESSENTIAL FUNCTIONS:

Essential functions may include, but are not limited to:

1. Oversee official SJCOE social media channels, including Facebook, Instagram, Twitter, and YouTube, determining appropriate platforms for target audiences.
2. Create, develop, and maintain a social media communications plan, posting content daily on official social media channels.
3. Monitor and maintain records for approved SJCOE program/department social media accounts.

4. Monitor social media channels for potential issues and customer questions and complaints. Respond in a timely manner.
5. Maintain knowledge of current best practices for posting on social media channels.
6. Utilize social media analytics and provide monthly reports to public information officers.
7. Maintain a network of SJCOE employees who oversee department/program social media channels and SJCOE social media ambassadors.
8. Provide training to employees on social media best practices.
9. Work with districts, schools, programs, and departments to cover events and activities on social media.
10. Photograph and video record activities and events as needed for social media, website, and or other SJCOE publications.
11. Work with districts, schools, programs, and departments to ensure that all students photographed have photo/media clearance before posting/publishing photos.
12. Assist with social media marketing and advertisement as needed.
13. Assist with the preparation of digital multimedia communication materials.
14. Support the Public Information Office's external and internal communications, serving as a research-gatherer, editor, and writer for the SJCOE website, social media, and other SJCOE publications developed by the Public Information Office.
15. Assist in the management of communication systems for the distribution of messaging, including emergency response. Monitor news and social media in crisis.
16. Follow media related K-12 education. Inform SJCOE leadership of education-related news.
17. Maintain contact lists for elected officials, news/media, district communicators, public information officers, emergency, and other contacts.
18. Work closely with SJCOE departments/divisions to maintain www.sjcoe.org and www.INSIDE.sjcoe.org webpages. Make recommendations for improving the website.
19. Assist Public Information Officers with other duties as needed, such as scheduling interviews, coordinating events, and developing communication plans.
20. Analyze situations accurately and adopt a practical course of action.
21. Work independently with little direction.
22. Work effectively with school districts, community organizations, government agencies, parents, students, and staff.
23. Maintain confidentiality on issues concerning programs, students, and staff.
24. Participate in meetings, workshops, trainings, and seminars to convey and gather information required to perform job functions.
25. Perform other duties as assigned.

PHYSICAL REQUIREMENTS:

Employees in this position must have the ability to:

1. Sit for extended periods of time.
2. Enter data into a computer workstation, operate standard office equipment, and use a telephone.
3. See and read a computer screen and printed matter with or without vision aids.
4. Hear and understand speech at normal levels and on the telephone.
5. Stand, walk and bend over, reach overhead, grasp, push, and move, lift and/or carry up to 25 pounds to waist height.

WORK ENVIRONMENT:

Employees in this position will be required to work indoors in a standard office environment and come in direct contact with SJCOE staff, district office staff, and the public. Employees will also attend events, and visit school sites, community partner agencies, and SJCOE programs, which are offered in various indoor, outdoor, and classroom settings. May occasionally be required to work outside of normal workdays (weekends) and office hours (evenings) to attend activities and events, meet operational deadlines, and assist in emergency situations.