

## **COMMUNICATIONS STRATEGIST**

### **Purpose Statement**

The Communications Strategist is responsible for providing timely and accurate information to employees, districts, communities, and other educational partners; supporting SDCOE leadership and staff with communications-related issues, including crisis communications and community relations; and creating a variety of materials and tools to facilitate effective and uniform communications of SDCOE initiatives, priorities, and positions to a variety of audiences.

### **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 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**

- Assesses communications needs and makes recommendations, develops, plans, and coordinates strategies and deliverables; designs and implements organizational initiatives and communications relevant to schools, school districts and charter schools, and communities throughout the county; plans for and executes the dissemination of information.
- Develops and implements that incorporate effective methods of communications and are inclusive of all educational partners and constituents.
- Develops communication materials (talking points, speeches, website content, articles, statements, press releases, etc.); plans and directs the dissemination of information to target audiences, including message development, formatting, and structure of communication.
- Identifies issues, events, and programs suitable for media attention, organizes media site visits and interviews, and assists the press in developing stories.
- Provides proactive guidance on current and anticipated programs, projects, issues, and plans.
- Contributes to development of organization-wide branding, and communication standards, policies, and protocols.
- Coordinates a variety of activities (e.g. program components, support needs, recruiting, applicant information gathering, marketing activities, video/multi-media productions, etc.) for the purpose of delivering services.
- Leads and participates in meetings, workshops, trainings, and seminars for the purpose of identifying and implementing appropriate actions, developing recommendations, supporting other staff, and serving as a SDCOE representative.
- Manages assigned program and/or departmental responsibilities for the purpose of achieving outcomes in relation to organizational objectives, and ensuring compliance with legal, financial and SDCOE requirements.

- Provides prompt and accurate information for the purpose of ensuring accurate information is reported to SDCOE, district, and charter school personnel and the public.
- Researches information and compiles and analyzes data required to manage assignments including reviewing relevant policies, current practices, staffing requirements, financial resources, etc. for the purpose of developing new strategies, programs, and services, ensuring compliance with relevant requirements and professional best practices, securing general information for planning, taking appropriate actions, and/or responding to requests.
- Coordinates and conducts media briefings and press conferences; establishes and maintains positive working relationships with members of the media.
- Contributes to the content development, design, and layout for the SDCOE's social media, website, multimedia, and print/digital publications and other communication tools.
- Keeps informed of important and relevant topics, news events, and trends related to public education and best practices in communications that may result in controversy, news coverage, or tactical shifts.

### **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;

Project management concepts, techniques, and tools;

Principles, techniques, and terminology of project evaluation;

Principles, theories, and practices of communications;

Organizational change management principles, theories, methodologies, and tools;

Data collection systems as related to organization research and project evaluation analysis;

Principles and methods of quantitative and qualitative research and analysis;

Microsoft Office Word, Excel, PowerPoint and other Microsoft Office applications;

Concepts of grammar, punctuation, and effective writing techniques.

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 that assigned projects adhere to SDCOE brand standards;

Work with data utilizing defined but different processes;

Problem solve to identify issues and create action plans;

Meet assigned deadlines and schedules;

Set priorities;

Work as part of a team;

Work with multiple projects;

Deal with frequent interruptions and changing priorities;

- Maintain confidentiality;
- Facilitate communication between persons with frequently divergent positions;
- Be available on-call;
- Work extended hours.

**Working Environment**

**ENVIRONMENT:**

Duties are typically performed in an office setting. This classification may be occasionally required to work nights and weekends on short notice. May be designated in an alternate work setting using computer-based equipment to perform duties.

**PHYSICAL ABILITIES:**

The usual and customary methods of performing the job's functions require the following physical demands: occasional lifting, carrying, pushing, and/or pulling, some stooping, kneeling, crouching, and/or crawling and significant fine finger dexterity. Generally the job requires 50% sitting, 30% walking, and 20% standing. The job is performed under minimal temperature variations and under conditions with some exposure to risk of injury and/or illness. All requirements are subject to possible modification to reasonably accommodate individuals with a disability.

**Education and Experience:**

- Experience: Three (3) years of experience in the development, design, and implementation of communications/public relations strategies and related media, including online and print materials. Previous experience at a public or educational agency preferred.
- Education: A bachelor’s degree with a major in public relations, journalism, communications, advertising, graphics, or a closely related field.
- Equivalency: A combination of education and experience equivalent to a bachelor’s degree with a major in public relations, journalism, communications, advertising, graphics, or a closely related field, and three (3) years of experience in the development, design, and implementation of communications/public relations strategies and related media, including online and print materials.

Required Testing

N/A

Certificates

Valid CA Driver’s License

Continuing Educ./Training

N/A

Clearances

Criminal Justice Fingerprint/Background Clearance  
 Physical Exam including drug screen  
 Tuberculosis Clearance

FLSA State: Exempt

Salary Range: Classified Management Grade 035

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

Revised: 09/2018; 03/2022; 10/2023; 06/2024