

MARIN COUNTY OFFICE OF EDUCATION
CLASSIFIED POSITION DESCRIPTION
DIRECTOR OF COMMUNICATIONS

DEFINITION:

Under general direction of the Superintendent or designee, serves as the lead for all communication functions and services of the Marin County Office of Education. Acts as a liaison between the press, county, districts, office of elections, emergency services, department of health, and other local or state agencies in communicating and disseminating information and publicity pertaining to events, activities, programs, policies, and the educational mission of the County Superintendent. Works closely with the County Office of Education leadership team to ensure that communications efforts support key organizational goals.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Any one position may not include all the listed duties, nor do all the listed examples include all tasks which may be found in the positions within this class. Job descriptions are written as a representative list of the ADA essential duties performed by the entire job classification.

1. Works with the Superintendent and senior staff to plan, develop, organize, and direct a highly visible, strategic, and comprehensive communication, public information, and community engagement program to enhance the county office's communication and image to its wide variety of constituents;
2. Writes, edits, or serves as editor for MCOE publications including web pages, publicity materials, official documents, advertising, social media, MCOE style guide, and marketing materials;
3. Oversees the management of all content on the MCOE website, including strategic placement of information and oversight of content accuracy, relevance, and stylistic consistency;
4. Research and compiles information and data and writes news releases, statements, and social media posts;
5. Builds relationships with elected leaders and agencies in support of public education goals;
6. Establishes and maintains strong partnerships with newspaper and other media representatives, community, and school groups;
7. Supports the Superintendent's agenda and MCOE's goals and interests;
8. Serves as Superintendent's spokesperson, as needed, providing information in highly sensitive, complex, or emergency situations;
9. Supports and facilitates special events, awards, and recognition activities which engage the greater countywide community;
10. Develops communication materials, researches, and writes talking points, remarks, and speeches;
11. Creates and implements crisis communications plan and coordinates all communications issued in times of emergency;
12. Insures timely and effective communication regarding incidents or situations which impact the Marin County Office of Education;

13. Attends a variety of meetings in the community with parents, business groups, and organizations to promote and share information about the MCOE;
14. Edits and revises brochures, handbooks, reports, directories, board policy and other publications;
15. Performs related duties as required and as assigned.

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 accommodation may be made to enable individuals with disabilities to perform the essential functions.

TRAINING, EDUCATION, AND EXPERIENCE

Bachelor's degree or higher from an accredited college or university with major coursework in communications, journalism, English, marketing, public relations or a related field, and 3 or more years of increasing responsible work experience in the design, development, and implementation of communications/public relations strategies and related media, including online and print materials; Previous experience at a public or educational agency preferred; Bilingual Spanish preferred.

KNOWLEDGE OF:

- Working knowledge of computer-based software programs that support graphic design, video editing, and social media platform management;
- Procedures in complying with a public records request;
- Basic office methods, practices, and procedures;
- Accepted business English usage, spelling, grammar, punctuation, and vocabulary;
- Standard office equipment and software applications;
- Principles of budget development, preparation, and control;
- Effective organizational and communication strategies, including methods of communication between agencies served by the County Office of Education on a countywide, regional, and statewide basis;
- Personnel policies and procedures, including collective bargaining agreements, merit system rules, and fair employment practices and laws;
- Safe work practices.

ABILITY TO:

- Proofread, design, and edit professional correspondence, publications, and website content;
- Use a digital camera to take quality photographs and video, as well as edit photos and videos;
- Establish and maintain credibility with administrators at district and county level;
- Create an appropriate voice in the development and writing of speeches;

- Respond promptly to requests of internal and external clients; provide needed direction, assistance, training, materials, and resources;
- Express ideas and concepts clearly and concisely in both oral and written form;
- Make effective presentations to a variety of audiences;
- Establish and maintain cooperative and professional working relationships with individuals, groups, public and private agency personnel;
- Analyze data and situations; render judgment; make decisions and solve problems efficiently and effectively;
- Actively listen to concerns, identify issues, and negotiate alternatives to resolve conflicts;
- Communicate effectively during times of crisis;
- Plan, organize, prioritize, and track work to meet deadlines and accomplish tasks within established timelines;
- Work flexible hours, and adjust to flexible assignments often with short notice, to support events, speaking engagements, and media relations;
- Read, understand, interpret, explain, and apply information from policies and procedures, Education Code, administrative regulations, labor contracts, and federal and state laws and regulations;
- Maintain confidentiality of sensitive information;
- Maintain and improve professional skills and knowledge;
- Demonstrate cross-cultural knowledge, competence, and respect in all interactions;
- Interact in a respectful manner that fosters a sense of dignity and belonging among all;
- Be flexible and receptive to change.

SKILLS IN:

- Reading comprehension to interpret policies, administrative regulations, laws, and programs and accurately explain to others;
- Broad based research skills to identify and collect appropriate data;
- Decision making to exercise independent thinking and good judgment;
- Public speaking, preparing, and making presentations on complex issues and information;
- Effectively communicating with MCOE personnel, school districts, other agencies, and the public demonstrating tact, diplomacy, and sensitivity to individual concerns;
- Communication (written, oral, and interpersonal), analytical, report-writing, problem-solving, presentation, public relations, strategic planning, organizational and project/time management skills;
- Utilizing programs to compose and design high-quality publications, such as Canva, Microsoft Suite, Adobe Creative Suite, and Google products.

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.

- Regularly required to talk and hear;
- Vision abilities required include close vision, color vision, and ability to adjust focus;
- Uses fingers to handle, touch, or feel;
- Reaches and holds with hands and arms;
- Occasionally required to stand and walk;
- Occasional work in awkward positions requiring stooping, twisting, reaching, kneeling, and/ or squatting;
- Possesses sufficient strength and stamina necessary to perform physical tasks;
- Occasionally lifts, carries, or moves 5-20 pounds.

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 indoor environmental conditions;
- Frequently works with a computer screen;
- Experiences noise levels typical of an open office environment with background noise of telephones and conversations.