



Orange County Department of Education
Human Resources Department
Classified Class Specification

Class Code: 5110
Date Adopted: 7/1/2024

FLSA Status: Nonexempt
Union Representation: Represented

Communications Support Specialist

GENERAL PURPOSE

Under general supervision, performs a variety of activities to support the Orange County Department of Education's (OCDE) communications efforts, including writing, editing, and posting content for internal and external platforms; capturing photographs and assisting with video production for internal communications; contributing stories with an OCDE focus for external communications; and performing related duties as assigned.

DISTINGUISHING CHARACTERISTICS

Communications Support Specialists perform specialized duties in writing, editing, and producing digital content for OCDE's internal and external platforms. This role emphasizes storytelling, photography, and collaboration with video producers to create engaging multimedia content, while maintaining general knowledge of graphic design for occasional tasks.

ESSENTIAL DUTIES AND RESPONSIBILITIES

This position description is intended to describe the general nature and level of work being performed by an employee assigned to this position. This description is not an exhaustive list of all duties, responsibilities, knowledge, skills, abilities, and working conditions associated with this position. All requirements are subject to possible modification to reasonably accommodate individuals with a disability.

1. Write, edit, and post articles for What's News (internal communications) and the OCDE Newsroom (external communications), ensuring accuracy, relevance, and alignment with organizational goals.
2. Attend OCDE events to gather content, take photographs, and write stories for internal and external audiences.
3. Collaborate with video producers to create videos for internal platforms, assisting with scripting, storyboarding, and production coordination.
4. Summarize and post relevant education-related news articles to the OCDE website, maintain records, and distribute updates to stakeholders.
5. Proof and edit pre-production copy of written materials to ensure compliance with OCDE standards, policies, and procedures.
6. Create simple graphics or layouts using graphic design software to support communication needs.

OTHER DUTIES

1. Assist other administrative support staff in proofreading and preparing written materials.
2. Provide backup general administrative support as needed

3. Attend a variety of meetings, training sessions, conferences, committees, workshops, and seminars.
4. Conduct special projects and other tasks as assigned.

QUALIFICATIONS

Knowledge of:

1. Principles of effective writing, editing, and storytelling for internal and external audiences.
2. Techniques for capturing professional-quality photographs and collaborating on video production.
3. Standard practices of digital communication platforms, including WordPress or similar systems.
4. Basic graphic design principles and tools for creating simple layouts or visuals.
5. Office administrative practices and procedures.
6. Principles and practices of sound business communication; correct English usage, including spelling, grammar, and punctuation.

Ability and Skill to:

1. Write, edit, and proofread content for a variety of platforms and audiences.
2. Collaborate effectively with video producers and other team members to create multimedia content.
3. Create simple graphics or layouts using basic design tools when needed.
4. Organize, set priorities, take initiative, and exercise sound independent judgment within areas of responsibility.
5. Interpret, apply, explain, and reach sound decisions in accordance with regulations, policies, and procedures.
6. Communicate clearly and effectively, orally and in writing; understand and follow written and oral instructions.
7. Prepare clear, accurate, and concise records and reports.
8. Maintain confidential information; deal with sensitive and difficult situations.
9. Establish and maintain highly effective working relationships with management, administrators, staff, outside organizations, the public, vendors, and others encountered in the course of work.
10. Must demonstrate attendance sufficient to complete the duties of the position as required.

Education, Training, and Experience:

A typical way of obtaining the knowledge, skills, and abilities outlined above is graduation from high school or high school equivalency test, and four (4) years of progressively responsible office administrative experience including writing, editing, photography, and basic multimedia production; or an equivalent combination of training and experience. Coursework in journalism, communications, or business writing is highly desirable.

PHYSICAL AND MENTAL DEMANDS

The physical and mental demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this class.

Physical Demands

Employees must be able to perform the essential functions of the position with or without accommodation. Employees in this classification perform deskwork for extended periods; read written and electronic materials; communicate clearly with those contacted through the course of work (typically in person, on the phone, and via email); and access and operate all required equipment for job duties. The position may include occasional need to traverse uneven surfaces. May move items weighing up to 25 pounds.

Mental Demands

While performing the duties of this class, employees are regularly required to use written and oral communication skills; read and interpret information; analyze and solve administrative problems; use mathematical reasoning; make observations; learn and apply new information or skills; perform detailed work; work on multiple, concurrent tasks often with frequent interruptions; work under deadlines and meet productivity requirements; and interact successfully with various groups of people encountered in the course of work.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions. The employee works under typical office conditions, and the noise level is usually quiet.