YUBA COUNTY OFFICE OF EDUCATION
Classified Management Job Description

COMMUNICATION AND SAFETY ADMINISTRATOR

DEFINITION:
Under general direction of the County Superintendent, plans, develop, direct, and implement the County's community engagement program and emergency response. This role oversees both internal and external communications and engages multiple stakeholders, including staff, parents, and the larger community. This position serves as spokesperson for the County Office and liaison with various agencies to promote the public image of the County Office. Develops marketing and media strategies designed to inform a broad sector of the public on matters of major importance.

DIRECTLY RESPONSIBLE TO:
County Superintendent

SUPERVISION OVER:
None; provides assistance and guidance to other staff.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Provides advice, assistance and operational guidance to the County Superintendent of Schools and County Leaders in Government and Law Enforcement during times of regional emergencies, including evacuations, school safety, and State and County health directives.
- Provides a direct operational link between the County Superintendent of Schools and the Office of Emergency Services, including County Leaders deemed resource to evolving regional and local emergency scenarios.
- Researches best practices and conducts ongoing scenario trainings with YCOE and County Leaders, including County Health Officers, school districts, law enforcement, and County Government.
- Executes the work of County communications to ensure quality control, effectiveness, and accuracy in the preparation and dissemination of all print publications and electronic communication vehicles.
- Oversees the graphic and digital content staff and production of materials (e.g., website, public cable television channel, marketing materials, newsletters, etc.) for the purpose of achieving organizational objectives, and ensuring compliance with legal, and financial requirements.
- Serves as providing talking points to the county Superintendent, maintaining communication and positive relationships with the news media, community stakeholder groups, and other internal and external County audiences.
- Serves as Superintendent's spokesperson and representative as needed for the purpose of providing information in highly sensitive, complex and or emergency situations as directed.

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- Coordinates media communication in emergencies, critical incidents, and high-profile situations in consultation with the Superintendent or designee; supports administrators in developing and releasing emergency or urgent communications.
- Serves as a liaison between the County Office and media representatives, community organizations and the public for the purpose of conveying information, publicizing events, and enhancing the relationship of the County Office and the community.
- Develops comprehensive plans, strategies and approaches for the purpose of marketing the image of YCOE to district Superintendents, staff and countywide constituents, local and regional media.
- Oversees and maintains the maintenance, accuracy, and relevancy of County website content. Performs research, compiles data, and writes reports, articles, and grants for the Superintendent and other county leaders.
- Plans and coordinates events and programs to provide recognition for the County, parents, volunteers and employees.
- Maintains liaison with the County's business partners and education foundation.
- Creates and produces newsletters, brochures, articles, publications, promotional materials and other publications.
- Confers with County personnel and members of the educational community regarding newsworthy items and other matters relating to the publicizing of school County activities, achievements, and events.
- Researches a variety of topics (e.g., public policy, educational issues, local education news, etc.) for the purpose of securing information for planning, preparing relevant perspective and positions for communication within the agency and to the broader public, and/or responding to requests.
- Provides communication support for the Cabinet, including providing updates to the county board of education and assisting with other public relations projects
- Performs other related duties and special projects as assigned.

MINIMUM QUALIFICATIONS:

Education, Training and Experience:

- Bachelor's Degree in Journalism, communications, public relations or a closely related field required.
- Three (3) to five (5) years of experience in communication/public relations/marketing with increasing responsibilities and past achievements within public school setting.
- Experience in a public education system or similar public sector environment is preferred.

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Knowledge of:

- Principles, methods and theory of communication, public relations and marketing.
- Correct English usage, grammar, spelling, punctuation, and vocabulary.
- Media sources including newspaper, radio, television, internet and other media resources.
- Public education structure, laws and operations and relation to County office programs.
- Operation of a variety of office equipment and software, including but not limited to Microsoft Office Suite and Google Suite.

Skills and Abilities:

- Coordination skills to effectively coordinate a variety of difficult, technical functions in a county superintendent of school's office.
- Public speaking techniques skills.
- Written communication skills to prepare clear, concise, grammatically correct (including punctuation and spelling), letters, memos, minutes, and other written documents, oral communication skills to communicate effectively with county office personnel, school administrative staff, outside district agencies, the public, and news media demonstrating tact, and diplomacy.
- Organizational skills to set priorities, define tasks, schedule and coordinate activities, and functions, develop procedures and complete assignments; decision making skills to exercise independent thinking and good judgment.
- Operate a variety of office equipment including computer, fax, machine, calculator and copier.
- Reading comprehension skills to interpret policies, administrative regulations and legislation, and accurately explain to others;
- Record keeping skills to establish and maintain effective file systems; research skills to identify and collect appropriate data.
- Interpersonal skills to establish and maintain cooperative relationship with those contacted in the course of work assignments.
- Plan, organize and direct the County internal and external communications and public information program.
- Understand the public affairs implications and disseminate the news value of educational programs, activities and events.
- Change priorities rapidly as circumstances dictate.
- Maintain equanimity in the face of resistance, indifference or hostility.
- Work effectively in a strong service environment, under pressure, and subject to changing priorities.
- Demonstrate sensitivity to and understanding of the diverse academic, socioeconomic, cultural and ethnic backgrounds of community members.

COMMUNICATION AND SAFETY ADMINISTRATOR

- Adapt to changing program/department needs.
- Exercise sound judgment and work independently.
- Establish and maintain effective relationships.
- Work as part of a team and to collaborate with colleagues.
- Communicate effectively in both oral and written form.
- Write, edit, design and publish a variety of public information materials.
- Systematically and skillfully organize, design, layout and edit public information and promotional materials.
- Operate a camera and take quality photographs and videos.
- Understand and maintain confidentiality.

Physical Requirements:

- Requires sufficient hand/eye coordination and manual dexterity to use keyboard at a basic rate (45 wpm).
- Sufficient visual acuity to recognize words, letters and numbers; speech and hearing ability to carry on conversations in person and over the phone.
- Bending at the waist, kneeling or crouching; climbing or balancing while using step stool.
- Ability to lift light objects (less than 20 lbs.) on an intermittent basis. May be required to lift heavy objects on an intermittent basis. Requires two or more persons or hand truck or cart to lift 50 pounds or more. Requires two or more persons to lift 50 pounds or more.
- Physical, mental and emotional stamina to perform the duties and responsibilities of the position under sometimes stressful conditions.
- Drive an automobile and respond to emergency situations.
- Physical stamina sufficient to sit for prolonged periods of time.
- Mental acuity to collect and interpret data, evaluate, reason, define problems, establish facts, draw valid conclusions, make valid judgments and decisions.

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.

- Works in an office environment with occasional work outdoors at the schools or in the community
- Must travel frequently to schools and community locations for meetings, presentations, and events

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- Frequent contact with individuals seeking information and clarification
- Must work in a flexible schedule to attend evening meetings and special events.
- Possible exposure to hazards when an emergency situation occurs.

Licenses and Certificates:

- Valid California Driver's License
- The availability of an automobile with liability coverage

Clearances:

- Criminal Justice Fingerprint Clearance
- TB Clearance

Employee Classification: Classified Management
Salary Range: Communication and Safety Administrator
Approval Date: October 28, 2026

The job description is not intended to be an exhaustive list of all the duties, knowledge, or abilities associated with this classification, but it is intended to accurately reflect the principal job elements.