

JOB DESCRIPTION
San Diego County Office of Education

Chief Communications and Public Relations Officer

Purpose Statement

The job of Chief Communications and Public Relations Officer is done for the purpose/s of planning, developing, and implementing strategic communication activities for the San Diego County Office of Education; coordinating effective media, community and public relations, crisis communications, branding, publications, recognition, media relations, marketing, social media and website programs and related activities; providing information to internal and external clients; implementing and maintaining services within established guidelines and standards; and supervising and evaluating the performance of assigned technical and clerical personnel.

Essential Functions

- Develops, recommends, and implements overall organizational communications and communication strategies for programs, initiatives, services, and events of the San Diego County Office of Education.
- Compiles data from a wide variety of sources (e.g. staff, public agencies, etc.) for the purpose of analyzing issues, ensuring compliance with established policies and procedures, and/or monitoring program components.
- 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 in compliance with established guidelines.
- Develops communications programs with the public, SDCOE staff, and media for the purpose of ensuring services are provided within established timeframes in compliance with all related requirements.
- Develops communication materials (e.g. write talking points, press releases, reports, scripts, remarks and speeches, prepare website content, write or review articles and statements; respond to communications, etc.) for the purpose of ensuring organizational objectives are achieved in the most efficient and timely manner.
- Establishes positive working relationships with members of print, radio and television media for the purpose of ensuring information is accurate and in a timely manner.
- Assists in developing partnerships with corporations and community partners on fundraising for County Office programs and events.
- Advises school district personnel on communication strategies and assists with the development and release of information.
- Facilitates meetings that may frequently involve a range of issues (e.g. personnel actions, financial procedures, regulatory requirements, community involvement, actions involving outside agencies, interdepartmental needs, etc.) for the purpose of identifying appropriate actions, developing recommendations, supporting other staff, and serving as a District representative.
- Identifies effective methods of communications for each stakeholder group for the purpose of ensuring stated outcomes are achieved and services are efficiently provided within SDCOE guidelines.

- Participates in meetings, workshops, trainings, and seminars (e.g. workshops, inter and intra district committees, conferences, etc.) for the purpose of conveying and/or gathering information required to perform functions.
- Prepares a wide variety of often complex materials (e.g. crisis plans, executive communications, special projects, public information, etc.) for the purpose of documenting activities and issues, meeting compliance requirements, providing references, making presentations, and/or providing supporting materials for requested actions.
- Presents information on a variety of topics (e.g. effective communications, media relations, etc.) for the purpose of providing information to the appropriate stakeholders.
- Provides prompt and accurate information (e.g. during emergency and/or disaster situations, etc.) for the purpose of ensuring accurate information is reported to SDCOE and district personnel.
- Researches information required to manage assignments including reviewing relevant policies, current practices, staffing requirements, financial resources, etc. (e.g. news releases, press advisories, public service announcements and background information on educational topics, etc.) for the purpose of developing new programs/services, ensuring compliance with relevant requirements, securing general information for planning, taking appropriate actions, and/or responding to requests.
- Responds to issues involving staff, conflicts in policies and regulations, community concerns, parental requests that may result in some negative impact and/or liability if not appropriately addressed for the purpose of identifying the relevant issues and recommending or implementing a plan of action that will efficiently resolve the issue.
- Serves as a media liaison and spokes person for the Superintendent for the purpose of ensuring accurate information is communicated.

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

Skills, Knowledge and Abilities

SKILLS are required to perform multiple, technical tasks with a need to occasionally upgrade skills in order to meet changing job conditions. Specific skill based competencies required to satisfactorily perform the functions of the job include: operating standard office equipment including utilizing pertinent software applications; planning and managing projects; budgeting and financial management; developing effective working relationships; conducting interviews; conducting meetings; facilitating meetings; interviewing techniques and practices.

KNOWLEDGE is required to perform algebra and/or geometry; read technical information, compose a variety of documents, and/or facilitate group discussions; and analyze situations to define issues and draw conclusions. Specific knowledge based competencies required to satisfactorily perform the functions of the job include: public relations policies and procedures; and personnel practices; business telephone etiquette; codes/laws/rules/regulations/policies; concepts of grammar and punctuation; knowledge of community resources; office application software; practicing cultural competency while working collaboratively with diverse groups and individuals.

ABILITY is required to schedule a significant number of activities, meetings, and/or events; routinely gather, collate, and/or classify data; and use basic, job-related equipment. Flexibility is required to independently work with others in a wide variety of circumstances; analyze data utilizing defined but different processes; and operate equipment using defined methods. Ability is also

required to work with a significant diversity of individuals and/or groups; work with data of widely varied types and/or purposes; and utilize job-related equipment. Independent problem solving is required to analyze issues and create action plans. Problem solving with data frequently requires independent interpretation of guidelines; and problem solving with equipment is limited. Specific ability based competencies required to satisfactorily perform the functions of the job include: communicating with diverse groups; meeting deadlines and schedules; setting priorities; working as part of a team; flexible to changing conditions; making quick and accurate decisions; working with multiple projects; dealing with frequent interruptions and changing priorities; maintaining confidentiality; and facilitating communication between persons with frequently divergent positions; available on-call; working extended hours; working with detailed information/data; working with frequent interruptions.

Responsibility

Responsibilities include: working independently under broad organizational guidelines to achieve unit objectives; leading, guiding, and/or coordinating others; Utilization of significant resources from other work units is sometimes required to perform the job's functions. There is a continual opportunity to significantly impact the organization's services.

Working Environment

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, 25% walking, and 25% standing. The job is performed under minimal temperature variations and under conditions with some exposure to risk of injury and/or illness.

Experience Job related experience within a specialized field with increasing levels of responsibility is required.

Education Bachelors degree in job-related area.

Equivalency

Required Testing

Certificates

Driver's License & Evidence of Insurability

Continuing Educ./Training

Clearances

Criminal Background Clearance

Criminal Justice Fingerprint/Background Clearance

Drug Test

Proof of physical examination including TB Screen

FLSA State: Non-Exempt

Salary Range: Classified Management, Grade 53

Personnel Commission Approved: October 19, 2016