

**SAN DIEGO COUNTY OFFICE OF EDUCATION  
Personnel Commission**

**CLASS TITLE: COMMUNICATIONS ASSISTANT**

**DEFINITION:** Under the direction of the Chief Communications and Public Information Officer, supports communication efforts via written materials, social media and community relations. Gathers information from key County Office of Education personnel to share with news media; schedules and arranges for community leaders to attend noteworthy SDCOE events.

**REPRESENTATIVE DUTIES:**

**ESSENTIAL FUNCTIONS:**

Supports County Office of Education departments and school districts in promoting noteworthy, new, and upcoming programs and activities to internal (SDCOE) and external (district and public) audiences;

Writes news releases, media advisories, newsletter articles, fact sheets, memos, letters, brochures, training materials, and social media posts, highlighting SDCOE and school district programs and activities;

Works with print, television and radio news reporters to assist their coverage of County Office of Education and school district programs;

Works with outside organizations and agencies on a variety of community relations projects;

Develops and maintains professional relationships with business representatives, public officials, community members, and the media;

Responds to requests for information from general public, local businesses and government agencies;

Shoots photographs of County Office of Education events for use on SDCOE website and other media;

Works with key SDCOE personnel to update SDCOE website and other media;

Reads and reviews daily news clips and maintains on-going awareness of current school district issues;

**NON- ESSENTIAL FUNCTIONS:**

Performs related duties as assigned.

## EDUCATION AND EXPERIENCE:

Any combination of experience and education that would clearly demonstrate possession of the required knowledge and abilities detailed above. Typical qualifying experience would include: formal training or coursework in public relations, communications or a related field and two years of related work experience. Experience working in a public agency performing communication duties is highly desirable.

## KNOWLEDGE AND ABILITIES:

### KNOWLEDGE OF:

Practices of information gathering from information sources with often extreme time demands;  
Current trends and issues in California public schools;  
Principles of media relations;  
Computers and peripheral equipment;  
Social media;  
Oral and written communication techniques;  
Knowledge of local weekly and daily news reporters, editors and producers and the San Diego media landscape is preferred.

### ABILITY TO:

Write a variety of materials;  
Meet short deadlines;  
Maintain positive attitude while working on short, multiple deadlines;  
Produce clearly written, succinct news materials;  
Serve as an ambassador for San Diego County Office of Education personnel and programs;  
Collaborate with other SDCOE personnel and representatives from community organizations;  
Analyze news value of educational issues and events;  
Establish and maintain strong working relationships with County Office of Education, school district and news media personnel;  
Communicate effectively orally and in writing;  
Work effectively independently and as part of a team with minimum supervision;  
Organize and prioritize work;  
Exercise appropriate judgment in making decisions;  
Maintain confidentiality of information;  
Demonstrate attendance sufficient to complete the duties of the position as required;  
Complete routine tasks thoroughly, accurately and with attention to detail;

**WORKING CONDITIONS AND PHYSICAL ABILITIES:**

Office environment. Ability to travel to and from meetings and events as job requires.

Must be able to hear and speak to exchange information; see to perform assigned duties; possess dexterity of hands and fingers to operate equipment; sit and/or stand for extended periods of time; kneel, bend at the waist, and reach overhead, above the shoulders horizontally, to retrieve and store files and supplies; and lift light objects.

Established: August, 2005

Revised: March, 2013

Approved by Personnel Commission: August 12, 2005

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