

SANTA BARBARA COUNTY EDUCATION OFFICE
PERSONNEL COMMISSION

Director, Communications (Senior Management)

Basic Function

Under the direction of the County Superintendent of Schools, develops, organizes, reviews, and disseminates internal and external information pertaining to various County Education Office events, activities, programs, policies and initiatives. Ensures an accurate portrayal of the work of the County Education Office and the professionalism of materials that emanate to the public from departments office wide. Produces radio and television programs and helps maintain the Office's presence on social media. Manages the Communications Department, including public information, the webmaster, and the reprographics department. Fosters cooperative and positive relationships with the media and external groups.

Essential Duties and Responsibilities

- Plans, organizes, and coordinates the flow of public information to the community pertaining to events, activities, and initiatives of the Office. Assures timely and effective communication regarding incidents or situations that may impact the community or school districts within the county.
- Writes, designs, and edits press releases, brochures, publications, and newsletters, to disseminate information. Ensures internal adherence to County standards, policies, regulations, and guidelines concerning the dissemination of public information.
- Promotes the Office's mission. Establishes and maintains relationships with community partners to disseminate accurate information about the Office.
- Works closely with the County Superintendent to: research and develop position papers on County and legislative issues; develop resolutions on proposed statewide issues or policy language that will reflect the position of the Office; prepare and produce newspaper columns, speeches, and journal articles addressing critical issues facing education.
- Researches and drafts information for speeches, presentations, and biographical sketches.
- Maintains accessibility and availability to the press as an immediate informational resource. Serves as the primary media spokesperson for the Office.
- Produces and manages the design and implementation of the Office's television shows and radio commentaries, and other forms of electronic and print media.
- Serves as a cabinet-level advisor and resource to the County Superintendent regarding all aspects of public information and communications.
- Monitors news publications and other media coverage and distributes information to appropriate personnel.
- Disseminates information regarding County Office events and activities. May attend or report on events.
- Coordinates, supervises, and evaluates employees in the Communications Department.
- Manages the development and maintenance of the Office website.
- Performs other duties as assigned that support the overall objective of the position.

Qualifications

Knowledge and Skills

The position requires knowledge of: principles, methods, procedures and strategies related to public information, communications and community relations programs; legal mandates, policies, regulations and guidelines related to the distribution of news and public information; methods, techniques and procedures pertaining to the preparation of news releases, news copy,

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promotional brochures, electronic media and other informational materials; strategic planning and project management; traditional and social media marketing techniques; web page development, use and maintenance; computer-based software programs that support this level of work, including but not limited to advanced skills in word processing, spreadsheets, and presentations. Requires: well-developed knowledge of and skill at using English grammar, punctuation, vocabulary, spelling, editing and proofreading; strong human relations skills to network, enhance community partnerships, and collaborate with diverse individuals and groups; Interpersonal skills using tact, patience, and courtesy; effective oral communication to speak in public, conduct meetings and make presentations.

Abilities

Ability to: effectively and efficiently plan, organize, and coordinate a public information, communications, and community relations program; systematically and skillfully organize, design, lay out and edit public information and promotional materials; seek out and cultivate news and information resources; remain informed of social media platforms and marketing trends and strategies; communicate effectively in oral, written, and electronic formats utilizing journalistic and technical writing; prepare and deliver oral presentations; analyze situations accurately and develop an effective course of action; understand and follow oral and written instructions; establish and maintain cooperative and effective working relationships with news media, community leaders, local district staff, and County Office personnel; work confidentially with discretion; operate standard office equipment; work independently while establishing and maintaining appropriate project deadlines; travel to various locations.

Physical Abilities

Ability to: function indoors in an office environment engaged in work of a moderately sedentary nature; sit for extended periods of time; utilize computers and peripheral equipment; move about various school, community, or related locations; retrieve work materials from overhead, waist, and ground level files. Requires near visual acuity to read printed materials and computer screens. Requires auditory ability to carry on conversations in person and over the phone. Requires manual and finger dexterity to write, keyboard, operate computer and operate other standardized office equipment.

Education and Experience

The position requires a Bachelor's degree in English, Journalism, Public Relations, Communications, or a closely related field and three years of experience in public relations. Masters Degree is preferred. Additional experience may be substituted for higher education.

Licenses and Certificates

Requires a valid California driver's license.

WORK CONDITIONS

Work is primarily performed indoors where minimal safety considerations exist.

APPROVED BY PERSONNEL COMMISSION:

January 24, 2013