

**DEFINITION:**

Under direction of the County Superintendent of Schools and in cooperation with other administrators, plans, develops, and implements a program of internal and external communications and public relations; performs related duties as required.

**DISTINGUISHING CHARACTERISTICS:**

Possesses ability to write creatively, and present a positive image of the Office of Education to the public; willingness to accept responsibility and work extra hours when required; has the ability to organize the work load and meet deadlines; can tactfully offer suggestions of improvements to management and supervisory personnel; shows flexibility in the assigned tasks; possesses strong speaking abilities; and, is creative in art design.

**EXAMPLES OF DUTIES:**

- Establishes and maintains cooperative and effective working relationships with employees, news media, school districts and community groups;
- Works closely with staff to maintain and improve internal communications;
- Works closely with departments and staff to update and maintain the Office of Education's website;
- Collects, prepares, edits and releases news and feature stories to news media;
- Identifies possible feature and news stories and assists staff and administrators in their preparation;
- Produces and edits publications such as the internal newsletter, external newsletter and annual report;
- Assists in preparation for special events;
- Works to improve over-all school relations by assisting individuals and groups seeking information about the schools;
- Attends meetings and reports on meeting activity as assigned;
- Writes, designs, lays out and edits fliers, brochures and other special Department publications;
- Attends meetings of the Board of Education and other meetings as requested to assess their news value and assist media representatives in attendance;
- Maintains and updates the photo and newspaper archives;
- Regularly visits school campuses and other county and district facilities to get first-hand knowledge of what is going on and to talk with teachers, administrators, and other staff members to discover communications needs and newsworthy items;
- Participates in the Superintendent's Communications Committee;
- Formulates, evaluates, and updates systematic short- and long-range plans of public information and develops and performs specialized public information and public relations duties such as the production of slide and video presentations and establishment of a speaker's bureau;
- Prepares a year-end report for the Superintendent;
- Develops a Public Information budget;
- Develops teacher recruitment materials, employee handbooks and employee orientation materials in conjunction with the personnel department;
- Develops audiovisual materials for staff members to use in presentations to districts and the community;
- Narrates sound tracks for audiovisual presentations;
- Performs a variety of graphic art and lettering;
- Prepares bulletin boards and displays;
- Acts as photographer for the Department;
- Performs other duties as assigned by the Superintendent.

**QUALIFICATIONS:****Knowledge of:**

- An understanding of the role of County Superintendent of Schools in Education and in the community;
- Understanding of the philosophies of public education;
- Public information channels and methods of distributing news;
- Effective communication techniques in relation to newspaper and electronic media;
- Printing technology;
- Audiovisual equipment;
- Graphic layout and design including expertise with software programs i.e., Adobe Illustrator, Photoshop and Pagemaker;
- Public Relations principles;

**Skills to:**

- Write, edit and design materials;
- Relate to persons of all ages and backgrounds;
- Establish and maintain cooperative working relationships with others;
- Effectively speak in front of a group;
- Identify public relations problems and possible solutions;
- Discriminate between routine and newsworthy events;
- Work effectively in a wide variety of situations involving the public and staff;

**OTHER CHARACTERISTICS:****willingness to:**

- work overtime with additional compensation;
- travel within the State of California;
- use own transportation;
- run errands;
- perform routine repetitive tasks to completion;
- attend meetings, classes, conferences, and inservice training;
- work at any employer work location;

**PHYSICAL CHARACTERISTICS:**

- able to lift up to 40 pounds;
- able to stand for entire work shift;
- able to sit at desk entire work shift;
- perform physical labor for entire work shift;
- perform repetitive work;

**EDUCATION:**

Equivalent to AA degree with additional courses in graphic arts, creative writing, and communications is desired. (Additional experience may be substituted for one year of the college requirement on a year-to-year basis.)

**EXPERIENCE:**

Minimum of one year of responsible and successful experience in preparation of news releases, publications, graphic arts, and general public information/public relations materials.

**LICENSES, CLEARANCES, TESTING AND/OR BONDING REQUIRED:**

Valid California driver's license and proof of automobile insurance.  
Department of Justice and FBI Fingerprint Response.