

Job Summary: Under the direction of the Communications Director and as a member of the County Superintendent of Schools' staff, assists with the planning, development, and implementation of internal and external communications and public relations, including print and electronic communications, social media, and the Tulare County Office of Education (TCOE) websites, both public sites and intranet.

Essential Functions:

- Communicates with program staff for the purpose of understanding and determining their communication and website needs.
- Advise & assist in the development of publications consistent with TCOE's strategies and marketing plans.
- Creates/locates/selects copy and audiovisual material for the purpose of use on websites, electronic media, social media, and print publications.
- Assists in writing, designing, and/or editing fliers, brochures, newsletters, reports, and other special department publications;
- Works closely with departments and staff to update and maintain the Office of Education's websites and intranet;
- Coordinates/assists and technically directs staff for the purpose of implementing, troubleshooting, maintaining, and operating multimedia hardware and software at the office site or a remote site.
- Designs, implements, and assists in maintaining TCOE commissioned websites for the purpose of ensuring consistency, accuracy, and compliance with required presentation standards.
- Provides multimedia standards guidance to contributors for the purpose of presenting a common TCOE image.
- Assists with the collection and preparation of news releases and feature stories for dissemination to the news media and placement on Office of Education websites and social media platforms;
- Assists in preparation for special events;
- Attends meetings and reports on meeting activity as assigned;
- Attends special TCOE and district events for the purpose of collecting newsworthy information, photographs, and/or video for the purpose of sharing with the news media, and placement on Office of Education websites and social media platforms;
- Acts as a photographer and videographer for the Communications Department;
- Performs other duties as assigned by the Communications Director.

Skills, Knowledge and /or Abilities Required:

◆ **Skills to:**

- Write, edit, and design printed or electronic materials;
- Relate to persons of all ages and backgrounds;
- Establish and maintain cooperative working relationships with others;
- Effectively speak In front of a group;
- Work effectively in a wide variety of situations involving the public and staff;
- Foster a team spirit with fellow staff;
- Analyze projects to determine requirements and estimate time lines;
- Track multiple projects and keep things on task;
- Communicate effectively over the phone, in meetings, via video conferences, in a seminar setting, or electronically;
- Introduce and train others on web technologies;
- Recognize trends in the web and multimedia presentation industry;
- Maintain records and keep documentation up-to-date;
- Keep management apprised of issues and recommend solutions for those issues;
- Demonstrate strong speaking abilities.

◆ **Knowledge of:**

- Web design software and content management systems;
- Video editing software;
- Graphic layout and design programs, including expertise with software programs such as Adobe Illustrator, Photoshop, and InDesign;
- Writing/editing and verbal communication strategies.
- Principles and practices of developing and maintaining effective public and school relations;
- Exceptional oral and written communication skills that translate into accurate, succinct communications for web, internal and external publications, and special projects;

- Strategic planning in organization and management practices and print media relations;
- Human relations/interpersonal skills in order to develop effective working relationships and convey technical information to varied and diverse audiences;
- Standard English usage, spelling, grammar, and punctuation.

◆ **Ability to:**

- Write creatively and present a positive image of the Office of Education to the public;
- Organize work load and meet deadlines;
- Be creative in web, graphic arts, social media, and video development;
- Accept responsibility and work overtime;
- Tactfully offer suggestions of improvements to personnel;
- Show flexibility in assigned tasks;
- Stand and/or sit for entire work shift;
- Perform repetitive tasks to completion;
- Attend meetings, classes, conferences, and in-service trainings;
- Perform under pressure and in crises;
- Maintain confidentiality;
- Establish networks and positive working relationships within the County including with elected officials, school districts, community leaders, and TCOE staff;
- Articulate the importance of clarity and brand marketing to TCOE staff;
- Act with honesty and integrity;
- Travel in and out of county with own vehicle.
- Lift 40 pounds; perform physical labor for entire work shift.

Education & Experience Required:

- Bachelor's Degree in job related area, preferred.
- Course work in web development, graphic arts, creative writing, and communications is preferred.
- Minimum of one (1) year of responsible and successful experience in preparation of website design and management, social media, graphic arts, video development, and creative writing.
- Additional experience may be substituted for one year of college requirement on a year-to-year basis.

Certificates, Licenses, Clearances, Testing and or/ Bonding Required:

- Valid California Driver's License and proof of automobile insurance.
- Department of Justice and FBI Fingerprint Response.

FLSA Status: Exempt

March 2021

This organization is an Equal Opportunity Employer and does not discriminate on the basis of race, color, national origin, creed, age, gender or disability. Inquiries regarding compliance procedures may be directed to our personnel office. This organization complies with the Americans with Disabilities Act. Persons with a disability who may need some accommodation in the hiring process should contact our personnel office. This organization is a Drug and Tobacco - Free Workplace. This organization requires a successful candidate to provide it with employment eligibility and verification of a legal right to work in the United States in compliance with the Immigration Reform and Control Act.