

JOB DESCRIPTION

Job Title: **Communications Director (9906)**

Job Summary: Under the 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.

Essential Functions:

- 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 & intranet;
- Collects, prepares, edits, and releases news and feature stories on Office of Education social media platforms and to new 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 overall school relations by assisting individuals and groups seeking information about the schools;
- Attends meetings and reports on meeting activity as assigned;
- Writes, designs, and/or 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;
- Attends meetings of the Tulare County Office of Education Foundation to assist with its special events and fundraisers, and to promote the organization through the media, newsletters, website, and social media;
- 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;
- Shares significant school district news, awards, grants, innovations through newsletter, website, and social media platforms;
- 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 speakers' bureau;
- Prepares a yearend report for the County Superintendent;
- Develops a public information budget;
- Develops teacher recruitment materials, employee handbooks and employee orientation materials in conjunction with personnel department;
- Develops audiovisual materials for staff members to use in presentations to districts and the community;
- Narrates soundtracks 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.

Skills, Knowledge and /or Abilities Required:

◆ **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;
- Demonstrate strong speaking abilities.

◆ **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;
- Communication techniques in relation to newspaper and electronic media;
- Printing technology;
- Audiovisual software and equipment;
- Graphic layout and design, including expertise with software programs i.e., Adobe Illustrator, Photoshop and InDesign;
- Public Relations principles;

◆ **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 art design;
- Accept responsibility and work overtime with additional compensation;
- Tactfully offer suggestions of improvements to management and supervisory 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;
- 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.
- Course work in graphic arts, creative writing, communications and social media is preferred.
- Minimum of one (1) year of responsible and successful experience in preparation of news releases, publications, graphic arts, and general public information/public relations materials.
- 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: Non-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.