

## COLUSA COUNTY OFFICE OF EDUCATION

**CATEGORY: ADMINISTRATION**

**CLASSIFICATION: CLASSIFIED**

**CLASS TITLE: DIRECTOR - COMMUNICATIONS & PUBLIC RELATIONS**

### **BASIC FUNCTION:**

Under the direction of the Superintendent or designee, the Director is responsible for the accomplishment of comprehensive communications and marketing of Colusa County Office of Education's (CCOE) services and programs to ensure public understanding of CCOE's mission, goals, and accomplishments, and those of public education in general. The responsibilities of the Director include raising the visibility of CCOE and districts within the county to specific audiences and the general public, positively positioning the organization, and enhancing the image and understanding of CCOE and public education in local communities, communities of interest in Colusa County, and regional and state agencies or organizations involved in matters of interest to public education. The Director leads the organization in shaping high level, appropriately targeted communications and marketing tools to ensure that accurate, appropriate, and impactful communications are released in a timely manner. Additionally, the Director is responsible for planning and implementing dynamic public relations outreach characterized by mutual understanding, responsiveness to needs, effectiveness, and efficiency of CCOE and public education.

### **REPRESENTATIVE DUTIES:**

Utilizing all appropriate means of communication, develop, implement, evaluate, and maintain a comprehensive communications and marketing strategy plan that integrates the needs of CCOE as a whole to raise the visibility, positively position the organization, and enhance the image and understanding of CCOE and public education in Colusa County. **E**

Draft public statements regarding matters impacting CCOE, including labor negotiations. **E**

Create content, design and layout for the CCOE web site, social media, and print publications; ensure continual updates and accessibility. **E**

Develop and deliver effective public messaging of successes of the programs and services of CCOE, including shaping high level, appropriately targeted communications to ensure accurate, appropriate, and impactful communications are released in a timely manner. **E**

Write highly effective regular news releases, articles, newsletters, reports for publication, and speeches and keynote addresses by the Superintendent or designee(s). **E**

Coordinate electronic outreach initiatives by the Superintendent such as television, radio, internet, telephone, and emerging media messaging tools. **E**

Provide advice and guidance on dealing with the media and general public on routine, sensitive, and emergency matters. **E**

Assist senior CCOE leadership in interpreting public attitudes, identify and help shape policies and procedures in the public interest, and carry on involvement and information activities which earn public support and understanding. **E**

Work collaboratively across CCOE, with districts within the county, external education agencies, community-based organizations, and regional and statewide agencies involved in areas of interest to public education. **E**

Develop training opportunities for staff that emphasize effective public relations practices, including interaction with the news media. **E**

Evaluate and execute the creation and production of communication projects. **E**

Attend and participate in various meetings, conferences, in-services and workshops; continuing education as needed to keep abreast of current trends in the field of communications. **E**

Conduct public information events to generate CCOE brand awareness and understanding of the CCOE's vision and mission. **E**

Plan, coordinate, facilitate, implement and oversee student and employee events, public ceremonies, tours and press conferences; present materials and information to the news media concerning upcoming events and promotions; attend community events; promote programs, prepare and deliver oral presentations, and represent the County Office in front of various community resources and agencies. Key County Office-related events include, but are not limited to: 3+ Club, CCOE Showcase, Family Fair, Spelling Bee, and Welcome Back Day. **E**

Identify and develop suitable fundraising opportunities, new projects and funds to meet the needs of assigned program, events, and activities. **E**

Perform other duties as assigned. **E**

**KNOWLEDGE AND ABILITIES:**

**KNOWLEDGE OF:**

Practices, methods and procedures involved in developing, implementing and conducting public information activities, strategic communications, marketing and awareness activities  
Principles, practices and techniques involved in the composition, editing, layout and design of news release, website, and other electronic media  
Practices and procedures involved in the preparation and dissemination of news releases  
Public relations practices, procedures, techniques and terminology  
Policies, goals and objectives of County Office programs and activities  
Methods of collecting and organizing data and information  
Oral and written communication skills  
Interpersonal skills using tact, patience and courtesy  
Correct English usage, grammar, spelling, punctuation and vocabulary  
Operation of a computer, desktop publishing equipment, and assigned software  
Record-keeping and report preparation techniques  
Public speaking techniques

**ABILITY TO:**

Communicate effectively and at the highest level of competence in the English language both orally and in writing

Strong interpersonal skills and ability to maintain and enhance cooperative internal and external working relationships  
Meet short time frames and responsive to urgent requests and issues  
Multi-task at the level required for leading initiatives for a large, complex and diverse agency, meeting schedules and deadlines  
Execute the creation and production of communication projects and public relations events  
Research and write speeches, talking points, articles, and other required material  
Produce the content of relevant programming through television and other media outlets  
Analyze situations accurately and adopt an effective course of action  
Prepare and present superior presentations to a variety of groups  
Collaborate with diverse community and agency partners  
Maintain accurate records and reports  
Drive a vehicle to conduct work (use of private vehicle may be required)

**EDUCATION AND EXPERIENCE:**

Any combination of education training and experience equivalent to a Bachelor's degree in communications, marketing, public relations, or related field and 3-5 years of progressively responsible experience in the coordinating and administration of communications or public relations programs.

Experience in county office of education and/or school district is highly desirable

**LICENSES AND OTHER REQUIREMENTS:**

Valid California driver's license

**WORKING CONDITIONS:**

**ENVIRONMENT:**

Office and school work environment

May be required to work evening and weekend hours in addition to regular office hours as necessary and assigned

**PHYSICAL ABILITIES:**

Dexterity of arms, hands and fingers to operate a computer keyboard and other office equipment

Sitting or standing for extended periods of time

Kneeling, squatting, bending at the waist and reaching overhead, above the shoulders, horizontally and downward to retrieve and store files

Lifting and carrying objects weighing up to 25 pounds

Hearing and speaking to exchange information in person or on the telephone

Seeing to read written drafts and proofread documents

**HAZARDS:**

Potential for contact with blood-borne pathogens and communicable diseases

Potential for contact with dissatisfied persons

**Employee Group:** Management – Classified

**FLSA Status:** Exempt

**Salary Schedule:** 620

**Approval Date:** May 2020