

JOB TITLE: Director of Community Affairs and Public Information

## DESCRIPTION OF BASIC FUNCTION AND RESPONSIBILITY

Under the direction of the assigned administrator, plan, organize, control, and direct the Solano County Office of Education's (SCOE) public relations and public information efforts; inform and educate employees, parents, students, media, business, and the public regarding SCOE programs. Focuses on establishing community based relationships with school districts/county offices of education, government entities, and non-profit organizations to enhance opportunities for youth in the County; coordinates the formulation, collection, production, and dissemination of internal/external organizational communications, social media, and marketing including: media relations, website content, social networking sites, periodic publications, and special communications/marketing projects; is responsible for planning and organizing SCOE events and may represent the County Superintendent at community events as needed. This is a classified management position.

### Essential Functions

- Coordinate and distribute information to SCOE administrators, employees, the public, and media regarding SCOE's programs, policies, events, efforts, and related SCOE information (includes COE master calendar, first day packets, online school registration & parent notification handbook).
- Gather information, verify accuracy, and inform the Superintendent and others on emerging situations; serve as media liaison among the Superintendent, Board members, and SCOE staff.
- Coordinate public information relative to new or developing programs, write or review articles and statements, and advise COE administrators and other personnel on public-relations aspects of such programs.
- Work with the Superintendent's Cabinet to provide contacts and immediate responsiveness to emergencies at all times including receiving and assessing information; cooperating with news media, law enforcement, and others; and informing appropriate SCOE personnel.
- Plan, organize, and direct a variety of programs, projects, and activities, including multimedia productions and activities related to SCOE's public relations and public information efforts.
- Establish and maintain a Solano County Office of Education calendar of all events (school, department, and SCOE). Create a variety of informational brochures, guides, and handbooks to educate staff, students, and parents covering a variety of SCOE issues, policies, and programs.
- May serve as spokesperson for the Solano County Office of Education, respond to media inquiries in print and broadcast, prepare press releases, and maintain positive working relationships with reporters and editors.
- Initiate, monitor, and oversee revenue opportunities such as community and business partnerships and grant writing.
- Assists in planning, organizing, and executing special events for the purpose of providing support for department functions and activities.
- Assists in the planning, implementation, and maintenance of a comprehensive communications program using a variety of media and techniques (e.g. public information, media relations,

publications, video, marketing, web site content, etc.) for the purpose of ensuring a comprehensive and accurate portrayal of SCOE activities to the public.

- Communicates with a wide variety of personnel both internally and in the community (e.g. news media, reporters, editors, general public, legislators, educators, etc.) for the purpose of providing up-to-date and accurate information related to Solano County Office of Education activities and functions.
- Composes and disseminates a wide variety of materials (e.g. news releases, opinion pieces, informational materials, brochures, pamphlets, etc.) for the purpose of providing information concerning SCOE policies and actions, educational programs and activities, speeches, and general information about SCOE.
- Identifies potential news and feature stories and assists in the planning of production and dissemination of program and department brochures for the purpose of ensuring effective marketing of SCOE services and programs.
- Participates in a wide variety of meetings (e.g. professional associations, networks, workshops, seminars, conferences, etc.) for the purpose of conveying and gathering information regarding a wide variety of subjects required to carry out administrative responsibilities.
- Attends the Management Advisory Council (MAC) and is a member of the Chief Administrative Team (CAT).

#### Other Functions

- Performs other related duties as assigned for the purpose of ensuring the efficient and effective functioning of the work unit.

### JOB REQUIREMENTS AND QUALIFICATIONS

**SKILLS** required: performing multiple, technical tasks with a need to occasionally upgrade skills in order to meet changing job conditions. Specific skill-based competencies required to satisfactorily perform the functions of the job include: special event planning and project management; operating standard office equipment; writing in different styles; making presentations; creating documents; preparing and maintaining accurate records; communicating with diverse groups, SCOE leadership, and all levels of staff; organize, analyze, draw conclusions from, and present on various sources of data in a non-technical format; developing business partnerships; and communicating effectively both orally and in writing.

**KNOWLEDGE** required: State Education Code sections and other applicable laws related to confidentiality, freedom of expression, and distribution of materials. Grant writing. Report and speech writing techniques. Principles and practices of administration, supervision, and training. Computer skills, knowledge of and ability to use up-to-date software. Basic knowledge of budget planning and implementation.

**ABILITY** required: to gather, collate, and/or classify data; work with data utilizing defined, but different processes; to make presentations to individuals, groups, and community partners; to work with a significant diversity of individuals and/or groups. Independent problem solving is required to analyze issues and create action plans. Specific ability-based competencies required to satisfactorily perform the functions of the job include: adapting to changing work environment and/or priorities, being attentive to details, meeting deadlines and schedules, working with frequent interruptions, and working effectively under time constraints.

## Responsibility

Responsibilities include: working independently under broad organizational guidelines to achieve unit objectives. Utilization of resources from other work units is often required to perform the job's functions.

## Working Environment

The usual and customary methods of performing the job's functions require the following physical demands: some lifting, carrying, pushing, and/or pulling, frequent climbing and balancing, frequent stooping, kneeling, crouching, and/or crawling and significant fine finger dexterity. Generally, the job requires 80% sitting, 10% walking, and 10% standing. The job is performed under minimal temperature variations and in a generally hazard free environment.

## Education and Experience

Bachelor's degree from an accredited college or university with major course work in a field related to job description; or experience equivalent to education and experience in the following fields: journalism, communications, education. Licenses and other requirements: Must possess a valid California Driver's license

### Required Testing

N/A

### Certificates

Valid CA Driver's License

### Continuing Educ./Training

N/A

### Clearances

Criminal Justice Fingerprint/Background Clearance  
Tuberculosis Clearance

FLSA State: Exempt

Salary Range: Classified Director

Approved: