

Solano County
Office of Education

JOB TITLE: Executive Director of Communications and Community Engagement

DESCRIPTION OF BASIC FUNCTION AND RESPONSIBILITY

Under the direction of the Superintendent, plan, organize, and oversee the comprehensive communications program for both internal and external audiences, which includes emergency response, community engagement, media relations, marketing, social networking, publications, and community education. 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. In cases of emergency or crisis impacting staff or students, works with internal leadership and appropriate staff from other public agencies to coordinate communications. Serves as the lead liaison to the Solano Office of Emergency Services and other county departments as appropriate.

Essential Functions

- Monitors local, state, and national education-related news and informs senior management regarding the implications to the County Office and its programs.
- 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.
- In coordination with the Office of the Superintendent, organizes, manages, and executes specific programs and events and may represent the County Superintendent at community events as needed.
- Gathers information, verify accuracy, and inform the Superintendent and others on emerging situations.
- Coordinates public information relative to new or developing programs, write or review articles and statements, and advise County Office of Education 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 Solano County Office of Education (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.

- May serve as spokesperson for the Superintendent and 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.
- May serve as the spokesperson for the Superintendent and representative as needed for the purpose of providing information in highly sensitive, complex and/or emergency situations as needed.
- Maintains current knowledge and certifications of basic Federal Emergency Management Agency (FEMA) and Standardized Emergency Management System (SEMS) emergency management courses specific to Public Information Officer (PIO), Joint Information Systems (JIS), and the Incident Command Structure (ICS).
- Facilitates interview and public speaking skill development for SCOE leadership.
- Develops and implements data tracking systems to monitor the efficacy of public communication strategies and the return of communication expenditures and efforts.
- Initiates, monitors, and oversees revenue opportunities such as community and business partnerships and grant writing.
- Assists in planning, organizing, and executing special events for the Superintendent's Office.
- Develops comprehensive plans, strategies, and approaches for the purpose of maintaining an effective and positive identity and brand, as well as marketing, community awareness, and engagement of SCOE programs and initiatives to district Superintendents, staff, and county wide constituents, local and regional media.
- Develops communication strategies that promote equity and accessibility.
- 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), Countywide School Safety Committee, and the Superintendent's Cabinet

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.

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

SUPERVISION RECEIVED

Directly responsible to the Solano County Superintendent of Schools.

SUPERVISION EXERCISED

Employees in this classification may supervise other staff members in the operational unit.

PHYSICAL ACTIVITY REQUIREMENTS

Work Position (Percentage of Time):

Standing (40%) Walking (25%) Sitting (35%)

Body Movement (Frequency):

None (0) Limited (1) Occasional (2) Frequent (3) Very Frequent (4)

Lifting – lbs. (0-40) Lifting (2) Bending (2)

Pushing and/or
Pulling Loads (2) Reaching
Overhead (2) Kneeling or
Squatting (2)

Climbing Stairs (2) Climbing Ladders (1)