

Solano County
Office of Education

JOB TITLE: Senior Director, Community Engagement

DESCRIPTION OF BASIC FUNCTION AND RESPONSIBILITY

Under direction of Associate Superintendent, Student Programs and Educational Services, plans, organizes, implements and oversees the public information, and community engagement efforts of the Solano County Office of Education (SCOE). Will develop and implement a public relations/community engagement program that communicates Solano County Office of Education strategic priorities, guiding principles and activities to school employees across Solano County, SCOE staff, and the general public.

JOB REQUIREMENTS AND QUALIFICATIONS

- Bachelor's Degree in communications, journalism or a related field.
- Master's Degree preferred.
- A California Administrative credential.
- At least five (5) years as an administrator desired.

KNOWLEDGE OF

- Principles of leadership, collaboration and support
- Effective organizational communication strategies
- Public relations, marketing and media principles, practices and policies

ESSENTIAL DUTIES

- Directs the planning, implementation and maintenance of a comprehensive communication and community engagement program using a variety of media and techniques, including public information, media relations, publications, video, marketing, website content and social media.
- Supervises and evaluates assigned directors, program managers, coordinators and other professional and clerical staff.
- Communicates and supports regional and state-wide programs and services through regional planning and implementation of meetings and events.

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- Leads and coordinates a variety of councils and consortiums related to community engagement.
- Attends functions to interview staff, students, parents and community members regarding issues and activities; takes photographs.
- Oversees the Public Information Team (PIT) and facilitates the approval process of all publications or distribution to internal and external audiences, including annual reports, reports from County Superintendent of Schools to employees, and other materials, such as brochures, pamphlets, newsletters, as needed, to promote understanding and appreciation of SCOE.
- Serves as spokesperson for the County Office of Education (COE), responds to media inquiries in print and broadcast; prepares press releases and maintains a positive working relationship with reporters and editors.
- Serves as a liaison with community agencies, organizations, and community representatives.
- Supervises the Youth Development and Special Events endeavors of the COE.
- Coordinates various partnership programs involving student or staff and community organizations.
- Assists in the planning, organization and execution of special events.
- Participates as member of the Chief Advisory Team.
- Serves as a member of the Management Advisory Council of the Solano County Office of Education.

MARGINAL DUTIES

- Performs other duties as assigned.

SUPERVISION RECEIVED

Employees in this classification receive limited and general supervision.

SUPERVISION EXERCISED

Employees in this classification direct, coordinate, supervise and formally evaluate the work of departmental personnel.

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PHYSICAL ACTIVITY REQUIREMENTS

Work Position (Percentage of Time):

Standing (15%)

Walking (15%)

Sitting (70%)

Body Movement (Frequency):

None (0)

Limited (1)

Occasional (2)

Frequent (3)

Very Frequent (4)

Lifting – lbs. (0-40)

Lifting (2)

Bending (3)

Pushing and/or
Pulling Loads (1)

Reaching
Overhead (2)

Kneeling or
Squatting (3)

Climbing Stairs (2)

Climbing Ladders (0)

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