



Leadership • Collaboration • Support

JOB TITLE: Assistant Superintendent of Communications, Community Engagement, and Emergency Management

Assistant/Associate/Deputy Superintendent Salary Schedule, Range 1

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 and California Office of Emergency Services and other county or state 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.
- Plans, organizes, and directs a variety of programs, projects, and activities, including multi-media productions and activities related to SCOE's public relations and public information efforts.
- 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, writes or reviews

articles and statements, and advise County Office of Education administrators and other personnel on public-relations aspects of such programs.

- Administers and coordinates all Crisis and Standardized Emergency Management procedures including coordination of mutual aid with other county services and first responder agencies and regional and state agencies as appropriate.
- 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 National Incident Management Agency (NIMS) and Standardized Emergency Management System (SEMS) emergency management courses specific to Public Information Officer (PIO), Joint Information Systems (JIS), and all other command and general staff section functions within the Incident Command Structure (ICS).
- Work with the Superintendent's Cabinet to always provide contacts and immediate responsiveness to emergencies including receiving and assessing information; cooperating with news media, law enforcement, and others; and informing appropriate Solano County Office of Education (SCOE) personnel.
- Administers and coordinates organizational emergency response procedures including site safety plans, emergency operation plans, and crisis communication plans and other tools for emergency response.
- 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.
- 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.
- Facilitates countywide emergency response and safety supports, programs and committees for Solano school districts and charter schools.
- 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 accessibility and improved student outcomes and experiences.
- Facilitates interview and public speaking skill development for SCOE leadership.

- Assists in planning, organizing, and executing special events for the Superintendent's Office.
- Communicates with news media, reporters, editors, general public, legislators, educators, and employees 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 promotional items 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.
- 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)