



Leadership • Collaboration • Support

JOB TITLE: Graphic Media & Community Outreach Specialist

CSEA Classified Employees Salary Schedule, Range 39

DESCRIPTION OF BASIC FUNCTION AND RESPONSIBILITY

As an integral member of the Community Engagement department and under the direction of the Assistant Superintendent of Communications, Community Engagement, and Emergency Management, this position is responsible for creating, designing, overseeing and deploying original layouts, graphics, publications, web content, infographics, art, images, copy, electronic and print materials and communications to promote the Solano County Office of Education (SCOE), it's students, families, staff, departments, and initiatives. This position also develops, coordinates and manages community events, educational outreach programs and community partnerships and engagement opportunities. The graphic media and community outreach specialist must be a professional who is deeply dedicated to students and their families in support of their success. The individual must also have a passion for improving educational experiences, opportunities, achievement and life outcomes for all students; a belief that all students can reach high levels of achievement with support from adults, including families, staff, and the community.

ESSENTIAL DUTIES

- Designs, writes, and disseminates information for educators and the public including but not limited to web pages, flyers, press releases, social media art and content, emails, digital graphics, brochures, newsletters, logos, signs, magazines, annual reports, advertisements, mobile apps and other communication materials.
- Assists with the design, site map, content development, and upkeep of the SCOE website.
- Advises, and/or creates and implements design standards, creative direction, communication strategies and ensures the fidelity of the standards. Arranges layout and aesthetic design concepts in alignment with the organizations brand standards and creative direction. Develops aligned templates for staff use.
- Executes projects through completion, incorporates illustrations, pictures, and designs to reflect the desired theme and tone of the communications while keeping the final product aligned with applicable graphic and design standards.
- Creates high quality materials with accessibility, compliance, diversity, equity and inclusion, in mind. Recommends innovative and culturally sensitive avenues of communication for external and internal audiences.

- Stays current with and advises best practices for technology, applications, designs, media, and social platform trends.
- Executes multiple projects at a time and must effectively multi-task.
- Creates original and/or manipulates stock art in vector formats. Edits photos for optimal aesthetics and layout use.
- Prepares digital files in the proper format for pre-press or digital output, including CMYK, RGB and Pantone color files. May assist SCOE departments and partner agencies with file prep for printing as well.
- Works on the public information team (PIT). Assists with file proofing on all assigned projects with a keen attention to details. Facilitates draft revisions to reflect edits.
- Manages digital assets, i.e. images, music and fonts, and monitors licensing applications.
- Assists with photography, video recording and editing, social media posting and content development.
- Assists with emergency/crisis communications as needed; this includes being on-call for specific evenings and weekends for dissemination of emergency communications.
- Organizes, plans, sets up and represents SCOE at community events. Examples: booths, tents, tables etc.
- Leads or assists with development and coordination of SCOE events.
- Assists with booth design, displays, signage, promotional items, slide decks, collateral, etc. for events.
- Travels to various locations to assist with photography and videography, audio, setup etc. as needed.
- May perform other additional duties or tasks as designated by the supervisor.

QUALIFICATIONS

Education and Experience:

- Bachelor's degree from a four-year college or university, or one to three years related experience and/or training, or equivalent combination of education and experience.

BASIC SKILLS

- Possesses the ability to adapt communications for a diverse audience.
- Demonstrates excellent analytical and critical thinking and judgment skills.
- Demonstrates excellent verbal, written, and interpersonal communication skills.
- Utilizes considerable research and organizational skills, and the ability to manage several projects at once in a fast-paced environment.
- Exhibits ability to develop a digital communications strategy and produce creative, effective, and engaging digital communications content.
- Possesses a knowledge of color, typography and design theories.
- Skillful in collaborating with colleagues across departments and developing digital communications as part of broader campaigns and goals.

TECHNOLOGY SKILLS

- To perform this job successfully, an individual should have a solid working knowledge of key programs, including but not limited to: Adobe Creative Suite's Photoshop, Illustrator, InDesign, Creative Cloud, and Acrobat; Word, Excel, Google Forms; Apps such as Canva, InShot, Instagram, Facebook, Twitter, etc.

LANGUAGE SKILLS

- Ability to read and interpret documents. Ability to write routine reports and correspondence.
- Ability to speak effectively before groups of customers or employees of organization. Bilingual in Spanish and English preferred, but not required.

SUPERVISION RECEIVED

Limited and general supervision.

SUPERVISION EXERCISED

None.

PHYSICAL ACTIVITY REQUIREMENTS

Work Position (Percentage of Time):

Standing (30%)

Walking (15%)

Sitting (55%)

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 (2)		Reaching Overhead (2)	Kneeling or Squatting (3)	
Climbing Stairs (2)		Climbing Ladders (1)		