

CONTRA COSTA COUNTY OFFICE OF EDUCATION

CLASS TITLE: CHIEF COMMUNICATIONS OFFICER

BASIC FUNCTION:

Under the direction of the Superintendent, plan, organize, control and direct the operations and activities of the Communications department including public relations, strategic communications, marketing and awareness activities to enhance community understanding of County Office objectives, services and activities; coordinate and direct press releases, publications, special events, projects and personnel to meet County Office public relations needs and assure smooth and efficient Department activities; supervise and evaluate the performance of assigned personnel.

REPRESENTATIVE DUTIES:

ESSENTIAL DUTIES:

Plan, organize, control and direct the operations and activities of the Communications department including public relations, strategic communications, marketing and awareness activities to enhance community understanding of County Office objectives, services and activities; develop and implement public relations and communications strategies according to County Office needs.

Coordinate and direct press releases, publications, special events, projects and personnel to meet County Office public relations needs and assure smooth and efficient Department activities; establish and maintain Department time lines and priorities; oversee the development and implementation of Communications goals, objectives, programs, projects, services and activities.

Supervise and evaluate the performance of assigned personnel; interview and select employees and recommend transfers, reassignment, termination and disciplinary actions; assign employee duties and review work to assure accuracy, completeness and compliance with established standards, requirements and procedures.

Direct and participate in the planning, research, preparation, composition, design, editing and distribution of a variety of press releases, promotional materials, web documents and publications; coordinate and direct news media relations and identify issues, events or subjects requiring media coverage; establish and maintain contact with the news media to assure publication of press releases.

Provide public relations and strategic communications services, consultation and technical assistance for designated agency programs and school districts as requested; respond to inquiries and provide detailed and technical information concerning related functions, events, publications, strategies, goals, objectives, principles, practices, standards, requirements, policies and procedures.

Serve as the County Office spokesperson; prepare and deliver oral presentations; interpret, explain and present information concerning educational issues and the position of the Superintendent; plan, organize and direct the dissemination of information including identification of target audience and development of message, format and structure.

Confer with and advise the Superintendent, administrators, personnel, employee groups, parents,

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businesses and others concerning publications and public relations activities; research, analyze and determine appropriate information for publication and promotion; collaborate with administrators in the development of public relations goals, objectives, strategies, time lines and priorities.

Monitor and analyze Communications operations and activities for effectiveness and operational efficiency; direct the development and implementation of policies, procedures and programs to enhance community effectiveness and operational efficiency of Communication activities; evaluate activities to determine compliance with Department goals and objectives; adjust activities as needed.

Develop and prepare the annual preliminary budget for the Communications department; analyze and review budgetary and financial data; control and authorize expenditures in accordance with established limitations.

Direct and participate in planning, coordinating and preparing for special events for the County Office as needed; direct the preparation of related publications, development of themes, coordination of communications and composition of presentations; participate in setting up for special events.

Establish and maintain partnerships in support of various programs and special projects; coordinate, direct and participate in the development of resources and fundraising activities to facilitate and enhance support for programs and special projects.

Research, compile and utilize a variety of data related to communications and public relations activities; direct and participate in the preparation and maintenance of a variety of records, reports and files related to publications, media, budgets, staff, goals, objectives, plans and assigned duties.

Provide technical information and assistance to the Superintendent regarding public relations and communications activities, needs and issues; assist in the formulation and development of policies, procedures and programs; provide assistance in dealing with potentially controversial situations.

Coordinate and direct the filming, production and editing of a variety of videos for use by the County Office and related school districts.

Communicate with personnel, administrators, school districts, businesses, outside agencies, news media and members of the community to exchange information, coordinate activities and resolve issues or concerns.

Operate a variety of office equipment including a copier, fax machine, computer and specialized software; utilize digital and traditional cameras to produce images; drive a vehicle to conduct work.

Attend and serve as a representative for the County Office and Superintendent at various meetings, functions and special events as assigned; participate in variety of boards and commissions as directed; coordinate and conduct media and communications training activities for staff, school district personnel, clients and members of the community.

OTHER DUTIES:

Perform related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Planning, organization and direction of the operations and activities of the Communications department including public relations, strategic communications, marketing and awareness activities. Principles, practices, equipment, procedures and techniques involved in the composition, editing, layout, design and production of press releases, promotional materials and publications.

Public relations practices, procedures, techniques and terminology.

County Office organization, operations, policies and objectives.

Strategic communication plans and related publicity functions.

Methods of collecting and organizing data and information.

Oral and written communication skills.

Interpersonal skills using tact, patience and courtesy.

Principles and practices of administration, supervision and training.

Budget preparation and control.

Correct English usage, grammar, spelling, punctuation and vocabulary.

Operation of a computer, desktop publishing software and various peripherals.

Record-keeping and report preparation techniques.

Public speaking techniques.

ABILITY TO:

Plan, organize, control and direct the operations and activities of the Communications department including public relations, strategic communications, marketing and awareness activities to enhance community understanding of County Office objectives, services and activities.

Coordinate and direct press releases, publications, special events, projects and personnel to meet County Office public relations needs and assure smooth and efficient activities.

Supervise and evaluate the performance of assigned personnel.

Oversee the development and implementation of communications and public relations strategies, goals, objectives, programs, projects, services and activities.

Direct and participate in the planning, research, preparation, composition, design, editing and distribution of a variety of press releases, promotional materials, web documents and publications.

Identify issues, events or subjects requiring media coverage.

Prepare and deliver oral presentations.

Operate a computer, desktop publishing software and various peripherals.

Analyze situations accurately and adopt an effective course of action.

Work independently with little direction.

Maintain records and prepare reports.

Plan and organize work.

Meet schedules and time lines.

Direct and participate in the preparation and maintenance of records and reports.

Communicate effectively both orally and in writing.

Establish and maintain cooperative and effective working relationships with others.

EDUCATION AND EXPERIENCE:

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Any combination equivalent to: bachelor's degree in communications, public relations, journalism or related field and five years increasingly responsible public relations, journalism or related experience including work with the design and layout of publications.

LICENSES AND OTHER REQUIREMENTS:

Valid California driver's license.

WORKING CONDITIONS:

ENVIRONMENT:

Office environment.

Driving a vehicle to conduct work.

PHYSICAL DEMANDS:

Dexterity of hands and fingers to operate a computer keyboard.

Hearing and speaking to exchange information and make presentations.

Sitting for extended periods of time.

Seeing to read a variety of materials.