

SANTA CRUZ COUNTY OFFICE OF EDUCATION
DIRECTOR, COMMUNICATIONS AND ENGAGEMENT

DEFINITION

Under the direction of the County Superintendent, the Director, Communications and Engagement is responsible for the accomplishment of comprehensive communications and marketing of Santa Cruz County Office of Education's (Santa Cruz COE) services and programs, school districts' major accomplishments, as well as overseeing the Santa Cruz COE's student leadership and family engagement programs. These responsibilities entail establishing and facilitating effective, state-of-the-art communication channels that are open, vibrant, and timely in conveying pertinent, impactful information and messaging about Santa Cruz COE and public education with all sectors of the communities throughout Santa Cruz County. The Director, Communications and Engagement is responsible for planning and implementing dynamic public relations outreach characterized by mutual understanding, responsiveness to needs, effectiveness, and efficiency of the Santa Cruz County Office of Education and public education.

SUPERVISION EXERCISED

Supervise and evaluate the performance of assigned personnel.

EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES

Serve as liaison between Santa Cruz COE, the media, and stakeholders.

Oversee and lead effective implementation of the Santa Cruz COE's student leadership and family engagement programs.

Serve as a lead communicator for Santa Cruz COE's Incident Command Team.

Research, develop, implement, and evaluate a comprehensive marketing and public relations plan that conveys the mission, vision, services, and accomplishments of Santa Cruz COE and school districts.

Work collaboratively with all Santa Cruz COE internal and external stakeholders.

Lead the organization in shaping understandable communications to assure that accurate, appropriate, and impactful communications are released in a timely manner.

Coordinate and plan public relations activities and events.

Identify challenges and emerging issues faced by Santa Cruz COE and work with Cabinet and Leadership Team to recognize internal and external marketing and communications opportunities and solutions, and define and execute strategies to support them.

EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES (CONTINUED)

Provide opportunities and training for Cabinet, Leadership Team members, teachers, and staff to become effective public relations ambassadors for the Santa Cruz COE, and to deal with students, parents, and others in ways that promote their involvement, understanding, and cooperation.

Develop, and produce communications projects, including (but not limited to): Annual Report to the Community, press release and media advisories, as needed, the Santa Cruz COE website, social media outreach, draft OP/ED (opinion/editorial), Soapbox articles, monthly email newsletter, directory of Santa Cruz County Public and Private Schools, and Emergency Contact Directory.

Implement new initiatives and projects of the Santa Cruz COE departments to strengthen stakeholders' understanding of the programs of the Santa Cruz COE, including a catalog of services, a "fingertip" facts booklet, and supporting publications.

Make presentations to a variety of groups.

Develop and administer the annual program budget for communications, monitor expenditures, and make adjustments as necessary.

Maintain awareness of and ensure compliance with relevant State and Federal laws and regulations, Santa Cruz County Office of Education Board Policies, Superintendent Policies, and Administrative Regulations.

Perform other job-related duties and responsibilities as assigned.

JOB RELATED AND ESSENTIAL QUALIFICATIONS

Knowledge of:

Best practices in public relations, marketing, communications, community engagement, and public affairs.

Effective oral and written communications and editing including correct English usage, grammar, spelling, punctuation, and vocabulary.

A variety of hardware and software configurations, including the web.

Methods of the production of electronic and print journalism.

Evaluation approaches, strategies, and techniques.

Basic principles and practices of public administration.

Knowledge of (continued):

Fund development and fundraising.

Budget preparation and control.

Effective management of personnel.

Skill and Ability to:

Expertise in both print and electronic communications, media, and graphic arts.

Strong written, oral communication, and editing skills demonstrated by a portfolio of public relations, marketing, published articles, and news stories.

Dynamic, vibrant communicator who relates well with people and is able to motivate people and create synergy in groups.

Strong interpersonal skills that bring people together.

Interact with and maintain cooperative relationships with all levels of staff, public, and administration, using tact, patience, and courtesy.

Communicate effectively at the highest level of competence in the English language both orally and in writing.

Execute the creation and production of communication projects including press releases, media advisories, monthly email newsletter, etc.

Research and produce talking points, articles, comprehensive narrative and statistical reports, and other required material for the County Superintendent.

Plan and coordinate social media outreach including a regular YouTube television program for the County Superintendent.

Maintain social media including Facebook, Twitter and other channels.

Prioritize and schedule work.

Analyze situations accurately and adopt an effective course of action.

Multi-task at the level required to meet all schedules, timelines and deadlines.

Work independently.

Prepare and present information to a variety of groups.

Skill and Ability to (continued):

Collaborate with diverse community and agency partners.

Maintain accurate records and reports.

Be courteous and maintain a neat and clean appearance and demeanor at all times.

Responsibility:

Responsibilities include: working under limited supervision using standardized practices and/or methods; leading, guiding, and/or coordinating others; directing the use of budgeted funds within a work unit. Utilization of resources from other work units is often required to perform the job's functions. There is a continual opportunity to impact the organization's services.

EDUCATION AND EXPERIENCE

Any combination equivalent to experience and training that would provide the required knowledge, skills, and abilities would be qualifying. A typical way to obtain the knowledge, skills, and abilities would be:

Education:

Bachelor's degree from an accredited college or university with major course work in public relations, communications, or marketing.

Experience:

Five (5) years of leadership experience and record of accomplishment in public or corporate sector communications that includes directing broad-ranging communications and marketing strategy programs. Demonstrated successful experience in the writing and production of web content and social media.

License or Certificate:

Possession of, or ability to obtain, a valid California driver's license and appropriate vehicle operation insurance.

Qualification Requirements

To perform a job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed in the job description are representative of the knowledge, skills, and abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

SPECIAL REQUIREMENTS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions. Essential duties require the following physical skills and work environment:

While performing the duties of this job, the employee is regularly required to stand and to sit, use hand to finger, handle or feel; reach with hands and arms; talk and hear. Frequently required to walk; occasionally may be required to move, carry or lift up to 10 pounds. Specific vision abilities required by this job include close vision and distance vision.

Ability to work in a standard office environment with some ability to travel to different sites and locations.

Approval Date: May 18, 2021

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