

SANTA CLARA COUNTY OFFICE OF EDUCATION

CLASS TITLE: SUPERVISOR - PUBLIC INFORMATION

BASIC FUNCTION:

Under the direction of the Deputy Superintendent, provide and coordinate information to administrators, employees, the public and media regarding a variety of organizational programs, policies, events, efforts and other related information; prepare articles, press releases and other materials; train and evaluate the performance of assigned personnel.

REPRESENTATIVE DUTIES:

ESSENTIAL DUTIES:

Provide and coordinate information to administrators, employees, the public and media regarding a variety of organizational programs, policies, events, efforts and other related information; assure accurate and timely dissemination of information.

Serve as a liaison to the media; coordinate requests for interviews; prepare news releases and public service announcements; compile information for the media regarding events and activities of the County Office; serve as spokesperson as necessary; provide prompt and accurate public information during emergency or disaster situations.

Prepare and distribute articles, stories, press releases and other materials related to organizational activities and achievements; prepare, coordinate, monitor and oversee the preparation of major publications.

Oversee the activities of webmasters and web content; receive and review materials to assure accuracy and compliance with County Office communications standards and image; edit and prepare web copy; monitor web content, web publications and other online information; assure appropriate use and content for the internet and intranet of the County Office.

Train and evaluate the performance of assigned staff; assist in the selection, coordination and training of support staff.

Prepare speeches and other content for the Superintendent as requested; provide Superintendent with input on issues related to communications; conduct research for talking points; prepare presentations utilizing appropriate software systems; coordinate and monitor the work of speech consultants.

Assist with various office activities; work with designers, digital media and support staff; respond to requests of employees, district representative and community agencies in developing creative, descriptive, technical and factual articles related to current events and timely issues; compile, edit, design and provide technical and photography services as required.

Attend and conduct meetings and seminars with school districts as needed.

Operate a variety of office equipment including a computer and assigned software.

Plan, coordinate and promote special events of the County Office.

OTHER DUTIES:

Perform related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

- Laws, rules and regulations related to public information and related communications activities.
- Public relations practices and procedures.
- Legal entitlements and restraints.
- Elements of web page design and web site maintenance.
- Public speaking techniques.
- County Office operations, policies and objectives.
- Principles and practices of training and supervision of others.
- Media relations and organizational communication strategies.
- Oral and written communication skills.
- Correct English usage, grammar, spelling, punctuation and vocabulary.
- Technical aspects of field of specialty.
- Interpersonal skills using tact, patience and courtesy.
- Operation of a computer and assigned software.

ABILITY TO:

- Provide and coordinate information to administrators, employees, the public and media regarding a variety of organizational programs, policies, events, efforts and related information.
- Prepare, edit and oversee the preparation of web content.
- Train and evaluate the performance of assigned personnel.
- Prepare a variety of written correspondence including press releases, major publications, speeches, articles and other informational materials.
- Communicate effectively both orally and in writing.
- Maintain confidentiality of organizational information.
- Prepare and delivery oral presentations.
- Establish and maintain cooperative and effective working relationships with others.
- Meet schedules and time lines.
- Maintain records and prepare reports.
- Analyze situations accurately and adopt an effective course of action.
- Interpret, apply and explain rules, regulations, policies and procedures related to assigned activities.
- Operate a variety of office equipment including a computer and assigned software.

EDUCATION AND EXPERIENCE:

Any combination equivalent to: bachelor's degree in journalism, communications or a related field and four years of experience in public relations or communications including some experience in web site development.

LICENSES AND OTHER REQUIREMENTS:

Valid California driver's license.

WORKING CONDITIONS:

ENVIRONMENT:

Office environment.

Driving a vehicle to conduct work.

PHYSICAL DEMANDS:

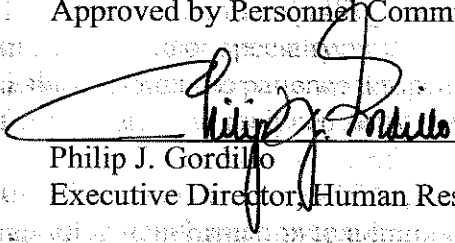
Sitting or standing for extended periods of time.

Hearing and speaking to exchange information and make presentations.

Seeing to read a variety of materials.

Dexterity of hands and fingers to operate a computer keyboard and a camera.

Approved by Personnel Commission: June 23, 2011


 Philip J. Gordillo
 Executive Director, Human Resources

7/01/11
 Date Philip J. Gordillo