

SANTA CLARA COUNTY OFFICE OF EDUCATION
(Senior Classified Management)

CLASS TITLE: CHIEF PUBLIC AFFAIRS OFFICER

BASIC FUNCTION:

Under the direction of the County Superintendent of Schools, develops, executes and maintains sound public relations, communications and governmental affairs programs for the County Office of Education; serves as chief spokesperson and legislative advocate; directs and oversees media relations, advertising, marketing, public information and community relations; coordinates community outreach activities with Office branches and departments; serves as liaison between the Superintendent and specified public and governmental agencies and officials; responsible for public image of the Office; and performs all other related duties as assigned.

REPRESENTED DUTIES:

The following duties are examples of assignments performed by incumbents in this classification. It is not a totally comprehensive list of duties, nor is it restrictive regarding job assignments.

ESSENTIAL DUTIES:

Administers, plans, and implements public information, governmental relations, marketing and information dissemination outreach, internal and external communications and community relations programs to create a favorable image of the Office; and ensures the public is informed of the Office programs, services, and activities.

Assists the Superintendent in responding to and interacting with the news media, elected officials, and the public at large; directs, and coordinates news media relations; identifies issues, events, or subjects requiring media attention; prioritizes communications and public relations needs and directs appropriate response.

Serves as chief spokesperson for the Office to various media and groups; establishes a network and rapport with district public relations staff, education and parent community groups and advocates.

Develops and implements advertising and marketing plans; consults with Office branch chiefs, departments, and programs in the development of marketing, advertising, promotional and public relations materials; approves the designs for all such materials.

Directs and coordinates the Office's media relations plans and strategies, including relations with print and broadcast outlets; prepares and approves press releases; and holds media briefings when needed.

Coordinates, plans, and implements Office events for the purpose of outreach to internal and external constituents; and facilitates community outreach programs to ensure the Office's presence at events, conferences and special meetings.

Plans and directs the dissemination of information, including identification of target audience, message, format and structure of communication; plans and provides training to staff and school district personnel.

Serves as chief legislative advocate for the Office; cultivates relationships with state and federal elected and appointed government officials to secure legislative and financial support for the Office; monitors legislation; assesses legislative priorities and recommends a legislative program; and provides responsible staff assistance to the Office's Legislative Committee.

Briefs the Superintendent on legislative activities; formulates plans of action in response to legislative activities and provides direction to employees to implement approved strategies in order to advocate and promote the Office.

Interprets educational issues and Office positions on issues to media and public; develops and maintains primary media contacts and activities.

Directs Office-wide image and branding efforts and enforces institutional graphics standards; reviews Office publications for clarity, format, content and conformity to printing and graphic standards; oversees and directs printing services; ensures the accuracy of print and online publications.

Supervises and evaluates the performance of assigned personnel; interviews and selects employees and recommend transfers, reassignment, termination and disciplinary actions; coordinates staff work assignments and schedules, and reviews work to ensure compliance with established standards, requirements and procedures; ensures employee understanding of established requirements; directs the development and implementation of staff development activities.

Coordinates, participates, attends and conducts a variety of meetings and committees; presents materials and information concerning Branch programs, services, operations and activities; represent the County Office at local, regional and State meetings

Develops and monitors departmental policies and procedures relating to public relations and governmental affairs

Develops, administers, and monitors budget; and ensures program objectives are coordinated with Office goals and objectives.

Provides consultation and special assistance to Office and school district staff relating to presentations, publications, and other communications issues.

Completes special projects and assignments as assigned.

OTHER DUTIES:

Perform related duties as assigned.

REQUIRED MINIMUM KNOWLEDGE, SKILLS AND ABILITIES:

KNOWLEDGE OF:

- Principles and practices of developing and maintaining effective public community, intergovernmental, media, and school relations
- Preparing and disseminating public information
- The principles of leadership, training, and performance evaluation
- The principles and practices of public policy development and legislative processes
- The principles and practices of advertising and marketing county office programs and services
- Public education history
- Governance law and structure
- Educational and social issues and their impact on public education

ADVANCED SKILL IN:

- Strategic planning in organization and management practices and print media relations
- Technical aspects of news media, public relations writing and printing

Human relations/interpersonal skills in order to develop effective working relationships, conduct performance reviews and convey technical information to varied and diverse audiences
Communicating in critical situations, both orally and in writing, the preparation of detailed reports, professional correspondence and media releases
Computer and software programs
Budget preparation and control
Public relations, communications, governmental affairs management, operations, funding, and maintenance
Managing personnel through staff professional management, or supervisory staff; and working with others in both authority and non-authority relationships on a routine basis
Data analysis and interpretation; and conceptualize and be creative
Assess legislative initiatives and priorities of all levels of government;

ABILITY TO:

Learn, interpret, and apply State Education Code, Governmental Code, federal and state regulations and other related regulations
Plan, direct, and coordinate diverse and comprehensive public relations, communications, and governmental affairs
Establish community networks and positive working relationships within the County including elected officials, community leaders and staff.

REQUIRED EXPERIENCE EDUCATION & LICENSES:

Seven (7) years of job-related experience with demonstrated competence in public and governmental relations, community outreach, or public policy including five (5) years of increasingly responsible experience in educational leadership administration, preferably at the K-12 level.

Bachelor’s and Master’s degree from an accredited college or university with major course work in public administration, public relations, marketing, journalism, education, or a related field; and a valid California driver’s license. Two additional years of related full-time professional experience may be substituted for the Master’s degree requirement.

REQUIRED INTERACTION (NON-AUTHORITY):

Contacts have little or no predetermined structure; are primarily with the highest level individual both inside and outside the Office, such as County Board of Education members, district board members, district superintendents, assistant superintendents; contacts require decision-making and problem solving where Office-wide, cross-branch concerns are at stake.

SUPERVISION:

Directly supervises management, professional/specialist and other support staff.

REPORTS TO:

County Superintendent of Schools

WORKING CONDITIONS:

ENVIRONMENT: Indoor office environment. The incumbent in this position will be required to work hours beyond the normal workday and participate in meetings, conferences and professional development activities locally and outside the area; frequent driving of a car and periodic travel will also be required.

PHYSICAL ABILITIES: Hearing and speaking to exchange information in person and on the telephone; seeing to read, prepare and proofread documents; perform assigned duties; sitting or standing for extended periods of time; dexterity of hands and fingers to operate a computer keyboard and other office equipment; kneeling, bending at the waist, and reaching overhead, above the shoulders and horizontally as needed; lifting light objects.

Approved by Personnel Commission: September 9, 2015; Revised Approval: March 9, 2016



Kristin Olson
Director-Classified Personnel Services

Date: 03/02/2016