

**SANTA CLARA COUNTY OFFICE OF EDUCATION**  
**Personnel Commission**

CLASS TITLE: Communications/Staff Liaison

DESCRIPTION OF BASIC FUNCTION AND RESPONSIBILITIES

To serve as a liaison between the work units in the Office of the Superintendent and other interoffice staff, external agencies and media organizations; to provide responsible staff assistance in planning and executing recognition functions and special events; to provide support to the Deputy Superintendent in administrative and secretarial duties and office coordination; and to perform related duties as assigned. This job class requires specialized subject matter expertise in the area of journalism and public relations, as well as some directly related and progressive experience.

DISTINGUISHING CHARACTERISTICS

The class of Communications/Staff Liaison requires specialized subject matter expertise in the area of journalism and public relations, as well as some directly related and progressive experience in database management, special projects and events planning. Knowledge is applied to the technical aspects of the public information and communications program. Most frequently meets with internal staff and representatives from external agencies for the purpose of facilitating communication and services.

ESSENTIAL/TYPICAL DUTIES

Serves as a liaison between the Office of the Superintendent staff and other interoffice staff, external agencies and media organizations

Acts as the initial department contact; forwards issues, inquiries and requests to the responsible staff person; coordinates communication between interdepartmental staff

Assists callers and provides information seekers with guidance; ensures special requests are addressed and/or met; and provides responsible customer service

Maintains and updates databases of key communicators including GovDelivery, E-Newsletter and global emails; oversees Blackboard Connect Ed program; and monitors and evaluates social media use

Plans and coordinates the annual publication of the *Public Schools Directory* and *Master Calendar* of the County Office of Education

Maintains an updated contact listing of staff employed at the County Office of Education, school and community college district staff, elected officials, public agencies and education related services

Receives, verifies authorization and prepares approved global emails for distribution to county office staff; assists departments in the preparation of global messages as necessary

May assist in the preparation of routine press releases

May assist with a variety of research and data gathering functions in relationship to County Office of Education programs, activities, and services

Oversees department budget and special budgets as assigned; and monitors expenditures

Orders supplies; issues purchase orders; prepares contracts and supporting information for approval

Monitors and prepares attendance and payroll records for department staff; makes adjustments as necessary

Attend a variety of meetings and conferences for the purpose of obtaining and disseminating information

Oversees and coordinates certain events, recognition ceremonies and promotional displays

May serve as a special projects assistant

Perform related duties as assigned.

### EMPLOYMENT STANDARDS

Knowledge of:

Principles, techniques, and practices of public relations, journalism, marketing and advertising methods and techniques

Research and interview techniques, methods, and procedures

General organization and services provided by public agencies, particularly in the area of education

Media operations and procedures in the context of information dissemination

Media contacts appropriate to news and feature stories

Oral and written communication skills

Record-keeping techniques

County Office of Education organization, operations, policies and objectives

Operation of a desktop computer, office and specialized software utilized for web publications and social media

Interpersonal skills using tact, patience and courtesy

Correct English usage, grammar, spelling, punctuation and vocabulary

Ability to:

Coordinate press releases, publications and public service announcements to inform the public students and participants of the programs, services and events

Write and edit a variety of materials that are creative, descriptive, technical, and factual

Operate a desktop computer and related office equipment such as a copier, fax machine, and printer

Respond to sensitive matters with discretion and tact

Interpret and apply rules, laws, codes, and policies pertaining to the Santa Clara County Office of Education

Assemble information in a creative, informative manner

Communicate effectively, both in oral and written form

Plan and organize work

Work independently with minimal direction

Establish and maintain a cooperative relationship with those contacted in the course of assigned duties.

EDUCATION AND EXPERIENCE

Generally, any combination of education and experience that could provide the required knowledge and abilities is qualifying. A typical method of demonstrating these qualifications would be:

- Possession of a Bachelor's degree from an accredited college or university with major course work in English, journalism, public relations, or related field; and
- Two (2) or more years of related experience.

**BARGAINING UNIT:** Office, Technical, and Business Services (OTBS) Unit

**WORKING CONDITIONS:** Duties are primarily performed in an office environment while sitting at a desk operating a computer terminal. Incumbents are subject to extensive public contact with external agencies, media officials, and other individuals seeking information.

**PHYSICAL DEMANDS:** Use hands and fingers to operate desktop computer keyboard or other office equipment, reach with hands and arms, stoop, kneel, or crouch to file, speak clearly and distinctly to answer telephones and to provide information; see to read fine print and operate computer; hear and understand voice over telephone and in person.