

SANTA CLARA COUNTY OFFICE OF EDUCATION
Personnel Commission

CLASS TITLE: COMMUNITY ENGAGEMENT/PUBLIC RELATIONS SPECIALIST

BASIC FUNCTION:

Under the direction of an assigned administrator, performs a variety of professional-level activities involving editorial production coordination and support for publications of the Santa Clara County Office of Education (SCCOE) and the school districts it serves; writes articles, press releases and related print or digital publications; plans and coordinates functions and events; coordinates outreach and communications and promotional activities.

DISTINGUISHING CHARACTERISTICS:

The class of Community Engagement/Public Relations Specialist requires specialized subject matter expertise in the area of public relations as well as some directly related and progressive experience. Knowledge is applied to the technical aspects of the public information and communications program. No supervisory responsibility for other staff is assigned, however, incumbents may direct the work of others as assigned. Most frequently meets with internal staff for the purpose of providing, obtaining, sharing, or exchanging information.

REPRESENTATIVE DUTIES:

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

ESSENTIAL DUTIES:

Manages employee and community engagement event programs including, but not limited to, site openings and ribbon cuttings, Teacher Recognition Celebration, Employee of the Month, Classified Employee of the Year, Student of the Year, Blue Ribbon, Golden Bell, Civic Engagement, and a variety of other employee relation programs.

Writes original content for communications purposes including, but not limited to, press releases, scripts, speeches, and digital content.

Assists in the editorial production coordination and support for the internal and external communications provided by the SCCOE.

Writes, edits or serves as editor for SCCOE publications including web pages, publicity materials, official documents, advertising, and marketing materials.

Creates, designs and executes high-quality major publications, promotional and marketing materials, and comprehensive web pages/sites.

Researches, writes, edits and distributes news releases, articles, opinion pieces, brochures, etc., ensuring communications are technically correct and error-free to appropriate media and outlets.

Conducts focus groups and individual interviews from various internal and external groups, organizations, and the general public to research and secure information.

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

Develops and layouts copy for information, newsletters, brochures, pamphlets, maps, logos, catalogs, and other related materials.

Performs a variety of research and data gathering functions in relationship to the SCCOE programs, activities, and services.

Writes, edits and provides quality control for various articles and other publicity materials including managing social media accounts.

Operates a desktop computer and peripheral equipment; uses specialized software in the course of assigned duties.

May work with members of the Superintendent’s cabinet, department heads and office staff in the course of assigned functions.

May direct the work of others as assigned.

Assists with planning and preparation of County Office functions.

OTHER DUTIES:

Performs related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Oral and written communication skills.

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

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

Research and interview techniques, methods, and procedures.

Publication design, editing and writing.

Technical aspects of field of specialty including Internet design and web publishing.

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.

Record-keeping techniques.

SCCOE operations, policies and objectives.

Operation of a desktop computer and office and specialized software utilized for print and web publications.

Interpersonal skills using tact, patience and courtesy.

ABILITY TO:

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

Coordinate news releases and publications to inform the public, and participants of the programs, services and events.

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 SCCOE.

Remain abreast of the emerging and changing social media technologies.
Assemble information in a creative, informative manner.
Analyze situations accurately and adopt an effective course of action.
Communicate effectively, both in oral and written form.
Plan, prioritize, and organize work within established timelines.
Work independently with minimal direction.
Direct the work of others as assigned.
Establish and maintain a cooperative relationship with those contacted in the course of assigned duties.

EDUCATION AND EXPERIENCE:

Any combination equivalent to: Bachelor's degree from an accredited college or university with major course work in English, journalism, public relations, or related field, and two years of related experience.

WORKING CONDITIONS:

ENVIRONMENT:

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 a computer; hear and understand voice over telephone and in person.

Approved by Personnel Commission: 1988
Revised: 1994; 2002; 2009; 09/11/19



Jonathan Muñoz
Director - HR/Classified Personnel Services

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