

## SANTA CLARA COUNTY OFFICE OF EDUCATION

### **CLASS TITLE: DIRECTOR II – MEDIA AND COMMUNICATION SERVICES**

#### **BASIC FUNCTION:**

Under the direction of the Chief Strategy Officer, directs the management of the Communications Department and initiates, coordinates and maintains communications and public relations, publications, recognition, media relations, marketing, website programs and services, broadcast, television, video, internet streaming of digital content, video conferencing, media services, and graphic design extending to Santa Clara County Office of Education (SCCOE) staff, news media, business community, governmental agencies, community members, boards of education, school districts and the general public; and to support Santa Clara County Office programs, departments and senior leadership with internal and external communications and media including crisis communications, media relations, employee communications, website development and maintenance, issues and events management; supervises and evaluates the performance of assigned personnel.

#### **REPRESENTATIVE DUTIES:**

##### **ESSENTIAL DUTIES:**

Develops and maintains a proactive communications program with the public, SCCOE staff, and media.

Establishes and maintain positive working relationships with members of print, radio and television media. Serves as a liaison to the media; coordinates requests for interviews; prepares news releases and public service announcements; compiles information for the media regarding events and activities of the County Office; serves as spokesperson as necessary; provides prompt and accurate public information during emergency or disaster situations.

Directs the operations and activities of the Department including broadcast, television, video, internet streaming of digital content, video conferencing, media services, and graphic design; assists with the implementation of mission and vision, policies, initiatives, objectives and in-service sessions.

Consults with the Chief Strategy Officer and staff to ensure that all internal and external communications reflect the policies and positions supported by the SCCOE.

Writes and reviews articles, press releases, reports, scripts and other materials related to organizational activities and achievements; prepares, coordinates, monitors and oversees the preparation of major publications.

Prepares and reviews reports, speeches and other content for the Superintendent and senior leadership staff; provides input on issues related to communications; conducts research for talking points; prepare presentations utilizing appropriate software systems.

Develops and implements media strategies to publicize SCCOE programs and services and school district programs.

Develops partnerships with community agencies, public officials and the business community in support of public education.

Oversees the organization and coordination of special events honoring schools, teachers, programs and students.

Oversees the activities of the SCCOE webmaster and web content; receives and reviews materials to assure accuracy and compliance with SCCOE communications standards and image; monitors web content, web publications and other online information; assures appropriate use and content for the SCCOE intranet and internet.

Develops and prepares the annual budget for the Media and Communications Office; analyzes and reviews budgetary and financial data; controls and authorizes expenditures in accordance with established limitations.

Oversees contracts and agencies subleasing space at transmitter sites; administer services contracts with schools, agencies and other industry personnel.

Coordinates work with designers, digital media and support staff.

Directs and evaluates the performance of assigned staff; interviews and select employees and recommends transfers, reassignment, termination and disciplinary actions; guides department employees in policies, procedures and activities.

Formulates and administers programming procedures; approves programming decisions, broadcast rights and procedures; recommends fees, contract rates and service charges; approves acquisition of new and replacement equipment and supplies.

Operates a computer and assigned software programs; operates other office, audio-visual and printing equipment as assigned; drives a vehicle to conduct work as assigned.

**OTHER DUTIES:**

Performs related duties as assigned.

**KNOWLEDGE AND ABILITIES**

**KNOWLEDGE OF:**

Communications media and their most effective uses, including print, radio, television and Internet media;  
Appropriate media contacts regarding given issues and circumstances;  
Instructional and other technologies including digital design, broadcast, video and print media;  
Laws, rules and regulations related to public information and related communications activities;  
Public relations practices and procedures;  
Budget preparation and control;  
Oral and written communication skills;  
Principles and practices of administration, supervision and training;  
Public speaking techniques;  
Media relations and organizational communication strategies;  
Interpersonal skills using tact, patience and courtesy;  
Correct English usage, grammar, spelling, punctuation and vocabulary;  
Operation of computers and assigned software;  
Marketing principles and practices;  
Web page development, use and maintenance;  
Current social media tools, trends and techniques;

**ABILITY TO:**

Present information regarding SCCOE programs in a proactive, complete and media-sensitive manner;  
Develop and maintain effective relationships with personnel of the news media, community leaders, administrators and others;  
Develop effective media communications strategies for all communities including the diverse cultural and other language speaking communities of the SCCOE;  
Direct the operations and activities of the Department including broadcast, television, video, internet streaming of digital content, video conferencing, media services, and graphic design;  
Train and evaluate the performance of assigned staff;  
Interpret, apply and explain laws, regulations, policies and procedures of applicable laws, rules and regulations;  
Communicate effectively both orally and in writing with the news media and the various publics served by the SCCOE;  
Maintain confidentiality of sensitive and privileged information;  
Establish and maintain cooperative and effective working relationships with others;  
Operate a variety of office equipment including a computer and assigned software;  
Meet schedules and time lines;  
Plan and organize work;  
Write clear, concise reports and articles and speeches in easily understood language;  
Direct the maintenance of a variety of reports and files related to assigned activities;  
Train others in communications strategies.

**EDUCATION AND EXPERIENCE:**

Any combination equivalent to: bachelor's degree in journalism, communications, broadcasting, media, and/or marketing and public relations or related field and five years of increasingly responsible management experience in public relations or communications in a comprehensive media and communications program including some experience in web site development.

**LICENSES AND OTHER REQUIREMENTS:**

Valid California driver's license.

**WORKING CONDITIONS:**

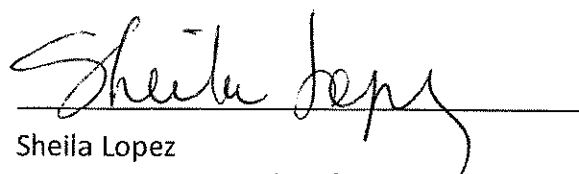
**ENVIRONMENT:**

Office environment;  
Driving a vehicle to conduct work.

**PHYSICAL DEMANDS:**

Hearing and speaking to exchange information;  
Dexterity of hands and fingers to operate assigned equipment;  
Seeing to read a variety of materials;  
Bending at the waist, kneeling or crouching.

Approved by Personnel Commission: April 10, 2013



Sheila Lopez  
Interim Director – Classified Personnel Services

4-10-13  
Date