

## SANTA CLARA COUNTY OFFICE OF EDUCATION

### **CLASS TITLE: SUPERVISOR - PUBLIC INFORMATION**

#### **BASIC FUNCTION:**

Under the direction of the Chief Public Affairs Officer, provides and coordinates 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; trains and evaluates the performance of assigned personnel.

#### **REPRESENTATIVE 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:**

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

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.

Prepares and distributes articles, stories, press releases and other materials related to organizational activities and achievements; prepares, coordinates, monitors and oversees the preparation of major publications.

Receives and reviews materials to assure accuracy and compliance with County Office communications standards and image; edits and prepares web copy; monitors web content, web publications and other online information; assures appropriate use and content for the internet and intranet of the County Office.

Supervises and evaluates the performance of assigned staff; interviews and selects employees and recommends transfers, reassignment, termination and disciplinary actions; trains employees in Office and department policies, procedures and activities.

Prepares speeches and other content for the Superintendent as requested; provides Superintendent with input on issues related to communications; conducts research for talking points; prepares presentations utilizing appropriate software systems; coordinates and monitors the work of speech consultants.

Assists with various office activities; works with graphic designers, digital media and support staff; responds to requests of employees, district representative and community agencies in developing creative, descriptive, technical and factual articles related to current events and timely issues; compiles, edits, designs and provides technical and photography services as required.

Attends and conducts meetings and seminars with departments and school districts as needed.

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

Plans, coordinates and promotes special events of the County Office.

**OTHER DUTIES:**

Performs related duties as assigned.

**KNOWLEDGE AND ABILITIES:**

**KNOWLEDGE OF:**

Laws, rules and regulations related to public information and related communications activities.

Broadcast, television, video, internet streaming of digital content and other media services.

Public relations practices and procedures.

Legal entitlements and restraints.

Elements of graphic design, 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 deliver 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;

Revised: 10/10/12; 6/13/18



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Jonathan Muñoz  
Director – HR/Classified Personnel Services

06/13/18

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Date