

SANTA CLARA COUNTY OFFICE OF EDUCATION

CLASS TITLE: MANAGER – MEDIA AND MARKETING

BASIC FUNCTION:

Under the direction of the Director III - Creative Impact, the Manager - Media and Marketing, plans, organizes, coordinates, and oversees communications to administrators, employees, the public and media including community relations, media relations, website development and maintenance, publications, school/business partnerships and community education; provides professional and technical support, provides assistance and guidance to agency managers and partners in communications matters; coordinates marketing, social networking, special events, services, programs and other assigned related activities; 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:

Serves as the organization's media liaison and formal spokesperson; maintains effective working relationships with media on all matters concerning the agency.

Develops content for dissemination via press releases, social media, websites and other distribution channels; identifies press opportunities through evolving issues.

Builds and manages the organization's social media profile and presence; scans media marketplace to keep up-to-date on the latest media trends.

Provides internal and external audiences with accurate and timely information; including written and oral press releases, publications, records requests and other related communications or requests.

Ensures that key messages align with vital business strategies, organization philosophy, vision and values, Educational Code and Board of Education policies.

Conducts press conferences and briefings.

Prepares speeches and other content for the Superintendent or designee 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.

Directs and coordinates the timely and accurate development, production and dissemination of agency publications, reports and related media.

Collaborates, supports and advises agency administrators and management regarding appropriate public relations methods, procedures and actions, including assistance with creating press releases for agency events, responding to requests from the media and related items.

Attends meetings of the Board of Education and other community meetings.

Coordinates various awards celebrations, recognitions at Board meetings and other events as assigned.

Collaborates with media channels to initiate partnerships and initiatives; builds long-term relationships with media influencers.

Supports website development and maintenance training for staff; provides website assistance to agency staff.

Directs and leads communications projects; develops and promotes projects to support new initiatives and product launches.

Monitors media outlets, including social media and blogs, for coverage mentioning, involving and/or conveying information relevant to the agency.

Maintains files of media content about the agency and county school districts as well as state and federal education issues that will impact the agency and county districts.

Develops and manages program media budget and expenditures; analyzes and reviews budgetary and financial data; controls and authorizes expenditures in accordance with established limitations.

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

Attends trainings, workshops and professional development as approved.

OTHER DUTIES:

Perform related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

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

Principles and practices of public relations, marketing and project management.

Methods and techniques of writing, editing, designing, and publishing.

Media relations and organizational communication strategies including print, broadcast, website, and social media.

Basic and advanced web-based technologies.

Methods of project and process control, budgeting, and cost analysis and prediction.

Organization and management principles.

Principles and techniques of supervision, training, coaching, conflict resolution and motivation of employees.

Public speaking and instructional techniques.

Effective oral and written communication methods for all types of audiences.

Legal entitlements and restraints.

County Office operations, policies and objectives.

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

Interpersonal skills using tact, patience and courtesy.

Operation of a computer and assigned software, including Google Suite, Zoom, and Microsoft Suite and other software applications used for publishing electronic and print media.

ABILITY TO:

Create appropriate content for dissemination via press releases, social media, website and other distribution channels.

Prepare and deliver oral presentations, including conducting press conferences and briefings.

Build effective media campaigns.

Nurture long-term relationships with key media influencers.

Work under pressure and meet ambitious deadlines.

Work independently and as part of a team.

Communicate positively and effectively, orally and in writing, with the media, agency staff, students and various community partners.

Effectively plan, organize, direct, coordinate and assign activities to meet agency goals and objectives.

Work collaboratively with administrators, committees and employees of diverse backgrounds to accomplish common goals and objectives.

Maintain knowledge of new and advanced website and social media related practices.

Manage competing priorities with short deadlines.

Conduct and participate in meetings, conferences, professional development and other trainings.

Analyze situations and set priorities based on agency communications needs and successfully complete tasks in a timely manner.

Work cooperatively, efficiently and effectively with other departments, school sites, and organizations to ensure compliance with agency communications.

Understand and carry out verbal and written directions.

Communicate effectively both orally and in writing.

Maintain confidentiality of organizational information.

Train and evaluate the performance of assigned personnel.

Operate a variety of office equipment, including a computer and assigned software.

Work non-traditional and/or extended hours.

EDUCATION AND EXPERIENCE:

Any combination equivalent to: Bachelor's degree in journalism, communications or a related field, and five years of experience in public relations, marketing or communications. Supervisory experience preferred.

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: February 10, 2021



Marisa Perry

Date: 02/10/21

Director – HR/Classified Personnel Services