CHIEF COMMUNICATIONS OFFICER

General Purpose:
A Chief Communications Officer is responsible to the County Superintendent and works under her/his direct supervision. The Chief Communications Officer focuses on establishing community based relationships with school districts/county offices of education, government entities and non-profit organizations to enhance opportunities for youth in the county; coordinates the formulation, collection, production and dissemination of internal/external organizational communications, social media and marketing including: media relations, website content, social networking sites, periodic publications and special communications/marketing projects; is responsible for planning and organizing county office events, and represents the County Superintendent at community events as needed. This is a classified management position.

Essential Functions and Responsibilities include the following. Other duties may be assigned as required:

- Serves as the county office of education’s Public Information Officer (PIO) by composing and submitting press releases and all communication material for public consumption.
- Establishes and fosters relationships with school districts/county offices of education, governmental entities and non-profit organizations to enhance opportunities for youth in the county.
- Arranges for community presentations on the county office and public education in general as an awareness tool for the public.
- Produces and distributes marketing material specific to the county office and public education in the county.
- Updates, produces and monitors county office website and internal intranet for current and relevant topics that can be accessed by staff and the community.
- Updates, produces and monitors information to be used on county office social media sites to promote the county office and increase awareness of public education in the county.
- Represents the County Superintendent at various community events, venues and within organizations, as needed.
- Coordinates and directs staff regarding various county office events including informational events, recognition programs and competitions throughout the year.

Minimum Qualifications:

Employment Eligibility:
- Successful candidate must provide proof of employment eligibility and verification of legal right to work in the United States in compliance with the Immigration Reform and Control Act.

Education:
- A Bachelor's degree in communications, marketing, journalism, or other related field is required.
Experience:
- Two years of experience and responsibilities related to organizational communications, social media and marketing, and planning and organizing events.
- Experience in an education or government public relations setting is desired.

Knowledge, Skills and Abilities:
- Knowledge of English composition.
- Knowledge of computer applications and social networking sites.
- Skills in time management.
- Skills to communicate effectively in both oral and written form.
- Skills to deliver clear and concise presentations at public speaking engagements.
- Skills to handle multiple projects and priorities efficiently.
- Skills to create documents following prescribed formats and/or present information before groups.
- Ability to navigate and perform functions within computer programs and social networking sites.
- Ability to perform multiple technical and non-technical tasks and upgrade skills when applicable.
- Ability to interpret and implement rules relating to Placer County Office of Education’s (PCOE) policies.
- Ability to schedule a number of activities, as well as gather, collate and/or classify data.
- Ability to work with a diversity of individuals and/or groups.
- Ability to apply problem solving techniques to analyze issues, create plans of action and reach solutions.
- Ability to establish and maintain cooperative working relationships.
- Ability to work nights and weekends when required.
- Ability to present a professional appearance when representing PCOE in all venues.

Required Testing:
- None

Certificates & Licenses:
- Must possess a valid California driver’s license issued by the State Department of Motor Vehicles.

Clearances:
- Criminal Justice Fingerprint Clearance
- TB Clearance

Work Environment:
- Work is performed in a variety of settings, including offices, school environments, organizations and community venues, continuous contact with staff and representatives of other agencies. Some travel is required.
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Physical Requirements:
- The usual and customary methods of performing the job's functions requires the following physical demands: occasional lifting, carrying, pushing and/or pulling; some stooping, kneeling, crouching; reaching, handling, fingering and/or feeling.
- Manual dexterity to operate a telephone and enter data into a computer.
- Facility to sit at a desk, conference table or in meetings of various configurations for extended periods of time with or without reasonable accommodation.
- Facility to see and read, with or without visual aids, laws and codes, rules, policies and other printed matter, and computer screens and printouts with or without reasonable accommodation.
- Facility to hear and understand speech at normal room levels and to hear and understand speech on the telephone with or without reasonable accommodation.
- Facility to speak in audible tones so that others may understand clearly in normal conversations, in training sessions, and other meetings with or without reasonable accommodation.
- When applicable, facility to determine and differentiate colors with or without reasonable accommodation.
- When applicable, facility to drive an automobile or to arrange a consistent method of transportation.

Note: This list of essential functions and physical requirements is not exhaustive and may be supplemented as necessary.

FLSA Status: Exempt

Employee Group: Management

Salary Grade: Level 4

Reviewed and Approved:
Superintendent: Date: 9/4/19
Human Resources: Date: 8/19/19