



## Contra Costa County Office of Education

77 Santa Barbara Road, Pleasant Hill, CA 94523 • (925) 942-3388

### **CLASS TITLE: COMMUNICATION SPECIALIST**

Range: 28

FLSA: Non-Exempt

#### **DEFINITION**

Under direction, performs a variety of communications, marketing, and public relations duties to facilitate and enhance community knowledge and awareness of County Office and designated school district programs, events, and activities; performs a variety of specialized duties in the research, preparation, composition, design, editing, and distribution of a variety of press releases, digital newsletters, promotional materials and publications, and videos; manages graphics and information for the County Office website and social media outlets; and performs related duties as assigned.

#### **SUPERVISION RECEIVED AND EXERCISED**

Receives direction from Director II, Communications and Special Projects. Exercises no direct supervision over staff.

#### **CLASS CHARACTERISTICS**

This journey-level\* classification is responsible for independently performing professional duties in support of the County Office's communications and marketing programs. Positions at this level exercise judgment and initiative in their assigned tasks, receive only occasional instruction or assistance as new or unusual situations arise, and are fully aware of the operating procedures and policies of the work unit.

#### **EXAMPLES OF TYPICAL JOB FUNCTIONS (Illustrative Only)**

*Management reserves the right to add, modify, change, or rescind the work assignment of different positions.*

- Researches, prepares, plans and composes content, designs, proofreads, edits, and distributes a variety of internal and external communications including press releases, videos, social media strategies, web documents, and other publications and materials, ensuring consistency and compliance with the County Office Communications Plan goals and objectives and appropriate code of ethics; assists in the development and implementation of public relations and marketing strategies.
- Designs, develops, and maintains County Office web pages; determines proper content and artistic and visual layout to maximize effectiveness, clarity, consistency, and functionality, and meet County Office goals and objectives; designs, implements, and ensures functionality of website features, applications, links, forms, surveys, and scripts; creates, scans, and modifies graphics for website use; maintains and updates information, links, and publications, including in response to public modifications.
- Collaborates with clients and departments in developing and implementing web projects; tests and debugs web sites, pages, and related applications; confers with users to needs and requirements; ensures projects meet established timelines and specifications.

\*Journey-level knowledge and skill level recognizes a class that is expected to perform the day-to-day functions of the work independently, but with guidelines (written or oral) and supervisory assistance available. This level of knowledge is sufficient to provide on-the-job instruction to a fellow employee or an assistant when functioning in a lead capacity. Certifications may be required for demonstrating possession of the required knowledge and skills.

- Coordinates and monitors the County's social media presence; ensures social media communications are consistent with established style, voice, and branding protocols; develops content and responses for the County's social media accounts.
- Conducts interviews and photographs students, teachers, administrators, staff, and the public; attends, photographs, videotapes, and reports on County Office-related events and activities; produces and edits prints, graphics, and images for production and reproduction.
- Coordinates, films, produces, and edits a variety of videos for use by the County Office and related school districts; assists others with video production as needed.
- Plans and coordinates special events for the County Office; assists with the preparation of related publications, development of themes, coordination of communications, and composition of presentations; assists with setting up for special events.
- Develops, coordinates, and arranges public displays for County office departments as required.
- Serves as a technical resource to and communicates with students, staff, administrators, outside agencies, school districts, and the public; provides and exchanges information, resolves various issues and concerns, and provides detailed and technical information concerning related operations, activities, schools, data, events, policies, and procedures.
- Compiles information and prepares and maintains a variety of correspondence and reports related to assigned activities; maintains accurate and detailed files and records, verifies accuracy of information, researches discrepancies, and records information.
- Assists in arranging the printing and duplication of publications; confers with printing vendors; assists with purchasing and negotiating services; monitors and provides input concerning quality of services.
- Prepares purchase orders for materials, supplies, and equipment as necessary for office operations; provides advice concerning the purchase of computer hardware and software as requested.
- Assists with coordinating and conducting emergency preparedness activities as assigned.
- Attends various meetings related to assigned activities; transcribes, prepares, and distributes meeting minutes.
- Performs related duties as assigned.

## **QUALIFICATIONS**

*The requirements listed below are representative of the knowledge and ability required. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.*

### **Knowledge of:**

- Principles and practices of developing, writing, formatting, and editing creative content for web pages, digital newsletters, videos, social media, and print communications and publications.
- Principles, practices, and procedures of website design, development, and implementation.
- Principles, practices, and procedures of graphic design and layout and photography, including traditional and digital techniques.
- Communications theory and research.
- General principles and techniques of public relations and marketing.
- Practices and techniques of utilizing social media as a marketing and communications vehicle.
- Computer graphics, page layout, image scanning, hosting resources, publishing techniques, programming languages, and software used in web page development.
- Techniques and methods of data research, synthesis, organization, and interpretation.
- Applicable federal, state, and local laws, codes, and policies and procedures relevant to the area(s) of responsibility.
- Record-keeping and filing systems and methods.

- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and County Office staff.
- The structure and content of the English language, including the meaning and spelling of words, rules of composition, and grammar.
- Modern equipment and communication tools used for business functions and program, project, and task coordination, including computers and software programs relevant to work performed.

**Ability to:**

- Provide a variety of communications, marketing, and public relations services to facilitate and enhance community knowledge and awareness of County Office and school district programs, events, and activities.
- Research, prepare, plan and compose content, design, proofread, edit, and distribute a variety of communications and marketing materials.
- Write, proofread, and edit clear, concise, accurate, and effective content of internal and external communications and publications by adapting tone, voice, and technique as appropriate for various audiences and vehicles.
- Design, develop, and maintain internal and external websites and web-based publications to maximize effectiveness, clarity, consistency, and functionality, and meet County Office goals and objectives.
- Plan, design, layout, and format photographs, videos, artwork, and graphics for various publications.
- Assist in the development and implementation of marketing and public relations strategies.
- Assist in planning and coordinating special events.
- Understand, interpret, and apply all pertinent laws, codes, regulations, policies and procedures, and standards relevant to work performed.
- Independently organize work, set priorities, meet critical deadlines, and follow-up on assignments.
- Use tact, initiative, prudence, and independent judgment within general policy and procedural guidelines.
- Effectively use computer systems, software applications, and photo and video production applications and equipment relevant to work performed, and modern business equipment to perform a variety of work tasks.
- Communicate clearly and concisely, both orally and in writing, using appropriate English grammar and syntax.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

**Education and Experience:**

*Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:*

Equivalent to a bachelor's degree from an accredited college or university with major coursework in English, journalism, communications, computer science, public relations, or a related field and two (2) years of public relations experience, including work with the production and design of graphic materials and composition publications and development and programming of websites.

**Licenses and Certifications:**

- Valid California driver's license.

## **PHYSICAL DEMANDS**

- Mobility to work in a standard office and use standard office equipment, including a computer, and to operate a motor vehicle to visit various County Office and meeting sites.
- Mobility to work in the field when recording videos and taking photos; to sit, stand, and walk on level, uneven, or slippery surfaces; frequently reach, twist, turn, kneel, bend, stoop, squat, crouch, grasp and make repetitive hand movement in the performance of duties.
- Vision to read printed materials and a computer screen.
- Hearing and speech to communicate in person and over the telephone.
- Standing in and walking between work areas is frequently required.
- Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment.
- Employees in this classification frequently bend, stoop, kneel, and reach to perform assigned duties, as well as push and pull drawers open and closed to retrieve and file information.
- Employees must possess the ability to lift, carry, push, and pull materials and objects up to 50 pounds with the use of proper equipment.

## **ENVIRONMENTAL CONDITIONS**

- Office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances.
- Employees work in an outdoor environment with moderate to loud noise levels, cold and/or hot temperature conditions when shooting videos and photography.
- Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing office/school policies and procedures.