



**Orange County Department of Education
Human Resources Department
Classified Management Class Specification**

Chief Communications Officer

Class Code: 1501

Work Days: 225

GENERAL PURPOSE

Provide strategic leadership for the marketing of the Orange County Department of Education's (OCDE) services and programs to ensure public understanding of the OCDE's mission, vision, strategic plan, and accomplishments; raise the visibility of OCDE to specific audiences and the general public, positively position the organization and enhance the image and understanding of OCDE and public education in local communities; lead the organization in shaping strategic initiatives and marketing tools to ensure that accurate, appropriate, and impactful communications are released in a timely manner; and provide highly responsible and complex staff assistance to the organization.

SUPERVISION RECEIVED AND EXERCISED

1. Receives general direction from the Superintendent.
2. Exercises direct supervision over technical, classified, and management staff.

ESSENTIAL DUTIES AND RESPONSIBILITIES

This position description is intended to describe the general nature and level of work being performed by an employee assigned to this position. This description is not an exhaustive list of all duties, responsibilities, knowledge, skills, abilities, and working conditions associated with this position. All requirements are subject to possible modification to reasonably accommodate individuals with a disability.

1. Develop, implement, and evaluate a comprehensive communications and marketing strategy that integrates the needs of the Orange County Department of Education (OCDE) as a whole to raise visibility, positively position the organization, and enhance the image and understanding of OCDE and public education in Orange County.
 2. Coordinate and direct the Communications and Media Services Unit, including personnel, information, and resources to assure smooth and efficient activities and operations related to communications and media; and direct the development and implementation of programs, projects, services, strategies, goals, and objectives related to communications.
 3. Assist Orange County districts in developing and implementing communications and marketing strategies and provide resources to raise the profile of public education in Orange County.
 4. Initiate strategies and techniques to increase effective internal communications throughout OCDE.
 5. Develop branding standards and communication protocols.
 6. Coordinate and direct press releases, publications, special events, projects, and personnel to meet OCDE public relations needs.
 7. Draft public statements regarding matters impacting OCDE.
 8. Coordinate electronic outreach initiatives by the Superintendent, such as television, radio, and web.
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9. Create content, design, and layout for the OCDE website, social media, and print publications.
 10. Develop and deliver public messaging related to the success of programs and services of OCDE and Orange County school districts in a timely manner.
 11. Conduct public information forums to generate OCDE brand awareness and understanding of OCDE's vision and mission.
 12. Write news releases, articles, and reports for publication; and speeches and keynote addresses for the Superintendent.
 13. Assist OCDE leadership in interpreting public attitudes identifying and shaping policies and procedures in the public interest.
 14. Work collaboratively across OCDE and with various educational stakeholders throughout the county.
 15. Provide advice and guidance on dealing with the media and general public on routine and sensitive matters.
 16. Develop training opportunities for staff related to public relations practices, including interaction with the news media.
 17. Serve as the Public Information Officer in the Emergency Operations Command Center (EOCC).
 18. Represent the Superintendent as appropriate.
 19. Serve as a member of the Superintendent's Cabinet.
 20. Monitor and evaluate the efficiency and effectiveness of service delivery methods and procedures; assess and monitor work load, administrative and support systems, and internal reporting relationships; identify opportunities for improvement and direct the implementation of improvements.
 21. Select, train, motivate, and evaluate staff; provide or coordinate staff training; work with employees to correct deficiencies; implement discipline and termination procedures; provide performance management leadership to staff; plan, direct, and coordinate with subordinate level managers to identify and resolve problems; assign work activities and projects; monitor work flow; and review and evaluate work products, methods, and procedures.
 22. Develop and administer the annual program budget for the Communications and Media Services Unit; forecast additional funds needed for staffing, equipment, materials, and supplies; monitor expenditures; and make adjustments as necessary.
 23. Demonstrate attendance sufficient to complete the duties of the position as required.
 24. Perform related duties and responsibilities as required.

QUALIFICATIONS (KNOWLEDGE, SKILL, ABILITY REQUIREMENTS)

Knowledge of:

1. Operational characteristics, services, and activities of modern communications plans.
2. Operational characteristics, services, and activities of communications and media programs.
3. Technology, including social media, web, and mobile applications, and how to use it to reach stakeholders.
4. Methods of the production of electronic and print journalism.
5. Principles and practices of public administration.

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6. Principles of effective supervision, leadership, training, coaching, and performance evaluation.
 7. Principles of budget preparation and control.

Ability and Skill to:

1. Plan, organize, and administer a complex, comprehensive strategic communications plan.
2. Research and write speeches, talking points, articles, and other required material for the County Superintendent.
3. Communicate effectively and at the highest level of competence in the English language, both orally and in writing.
4. Establish and maintain effective working relationships with those contacted in the course of work.
5. Produce media content for the Superintendent.
6. Analyze problems, identify alternative solutions, project consequences of proposed actions, and implement recommendations in support of goals.
7. Select, train, lead, coach, direct the work of, supervise, and evaluate management, supervisory, professional, and technical employees; effectively delegate authority and responsibility.
8. Prepare and present presentations to a variety of groups.
9. Collaborate with diverse community and agency partners.
10. Prepare clear and concise reports.

Education, Training, and Experience:

A typical way of obtaining the knowledge, skills, and abilities outlined above is a bachelor's degree in public relations, journalism, communications, or related field and six (6) years of leadership experience in education, public sector, or corporate communications including experience in the writing and production of web content, print journalism, and social media; or an equivalent combination of training and experience.

PHYSICAL AND MENTAL DEMANDS

The physical and mental demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this class.

Physical Demands

Employees must be able to perform the essential functions of the position with or without accommodation. Employees in this classification must be able to travel countywide to a variety of sites within a reasonable time frame, read written and electronic materials, and communicate clearly with those contacted through the course of work (typically in person, on the phone, and via email); perform deskwork for extended periods; and access and operate all required equipment for job duties. The position may include occasional need to traverse uneven surfaces and move items weighing up to 25 pounds.

Mental Demands

While performing the duties of this class, employees are regularly required to use written and oral communication skills; read and interpret information; analyze and solve problems; use mathematical reasoning; make observations; learn and apply new information or skills; perform highly detailed work;

work on multiple, concurrent tasks with frequent interruptions; work under intensive deadlines and meet productivity requirements; and interact successfully with various groups of people encountered in the course of work.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Employee typically works in an office environment that is fast-paced with high pressure.