



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

Communications Specialist

Class Code: 1569

Work Days: 225

GENERAL PURPOSE

Assist with the coordination of public information programs; implement communications strategies; create, organize, and publish content that aligns with the mission, vision, and values of the Orange County Department of Education (OCDE); coordinate social media content; design and write communications materials; and provide assistance to higher level management staff.

SUPERVISION RECEIVED AND EXERCISED

1. Receives general supervision from higher level management staff.
2. May exercise direct supervision over technical and clerical 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. Recommend and assist in the implementation of goals, objectives, and strategic plan; establish schedules and methods for providing specialized services; and implement policies and procedures.
 2. Develop, maintain, monitor, and publish content for all social media accounts and blogs under the direction of communications leadership.
 3. Write, draft, and edit materials for the promotion of county office and school districts activities and services.
 4. Support communications team in repurposing and creating fresh content for newsletters and other direct communication.
 5. Assist in responding to public and staff requests for information and developing message points for responses to inquiries on sensitive and/or hot topics.
 6. Assist with the development and distribution of internal communications.
 7. Assist with event planning, coordination, and media support for activities and projects.
 8. Write copy for event marketing material, including news releases, flyers, event schedules, pamphlets, and brochures.
 9. Research background information for publications, materials, and projects and assist with the presentation of information.
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10. Ensure that equity, diversity, and inclusion are effectively presented in marketing and communications projects.
 11. Maintain records pertaining to assigned activities and prepare reports and statistical information as needed to support communication objectives.
 12. Demonstrate attendance sufficient to complete the duties of the position as required.
 13. Perform related duties similar to the above in scope and function as required.

QUALIFICATIONS (KNOWLEDGE, SKILL, ABILITY REQUIREMENTS)

Knowledge of:

1. Principles and practices of public information, communication, and marketing.
2. Outreach methods, approaches, strategies, and techniques.
3. Social Media.
4. K-12 Education.
5. Techniques of public relations and public speaking.
6. Copy editing standards and Associated Press Stylebook guidelines.
7. Procedures, methods, and techniques of project and workflow management and organization.
8. OCDE policies, rules, and regulations.

Ability and Skill to:

1. Manage multiple competing priorities efficiently and effectively.
2. Write clear and compelling copy on deadline.
3. Successfully plan, organize, and direct an assigned project from start to finish.
4. Interpret the organizational and division strategic plan and create relevant goals and plans for assigned areas.
5. Maintain highly sensitive and confidential information.
6. Establish and maintain effective working relationships with various constituencies.
7. Understand, interpret, and explain laws, codes, contracts, regulations, policies, and procedures.
8. Make public presentations.
9. Prepare clear and concise correspondence, reports, and other written materials.
10. Analyze problems, identify alternative solutions, project consequences of proposed actions, and implement recommendations in support of goals.
11. Communicate clearly and concisely, both orally and in writing, in English; present information effectively in front of both large and small groups.

Education, Training, and Experience:

A typical way of obtaining the knowledge, skills, and abilities outlined above is a bachelor's degree in communications, public relations, marketing, English, Journalism, or a related field and at least one (1) year of experience in writing, editing, and researching social media posts, news releases, and publications; 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 variably-paced with moderate to high pressure.