



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

Manager Communications

Class Code: 1462

Work Days: 225

GENERAL PURPOSE

Assist and support the Communications Officer in planning and implementing a proactive communications program; establish and maintain liaison with local districts, community agencies, and local news media; develop relevant and consistent content that aligns with the mission, vision, and values of the Orange County Department of Education (OCDE); and provide assistance to higher level management staff.

SUPERVISION RECEIVED AND EXERCISED

Receives direction from higher-level 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. 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. Assist with the development and implementation of communications and marketing strategies.
 3. Assist in developing, implementing, and conducting communications activities to enhance community awareness of OCDE and Orange County schools.
 4. Conduct research and develop communications, including content for news releases, blogs, print publications, websites, and social media.
 5. Visit OCDE programs and Orange County schools to identify stories and solidify relationships with program and site staff and administration.
 6. Assist with the development and distribution of internal communications.
 7. Provide crisis communication and public information support and participate in emergency training and operations.
 8. Establish and maintain relationships with local news media personnel and develop message points for response to inquiries on sensitive and/or hot topics.
 9. Research and recommend operational guidelines for electronic communications, including social media.
 10. Coordinate event planning, organization, and media support for specific activities and projects for the Superintendent and other Cabinet members; prepare event marketing material, including news releases, flyers, event schedules, pamphlets, and brochures.
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11. Perform research, compile data, and write reports to support programmatic needs and communications objectives.
 12. Prepare speeches and other content for the Superintendent and other Cabinet members.
 13. Maintain records and develop reports on pertinent topics concerning new or ongoing programs and program effectiveness; maintain records for programs and activities; and prepare statistical reports as required.
 14. Attend and participate in professional group meetings, committees, task forces, and advisory groups.
 15. Maintain awareness of current trends and issues in education.
 16. Demonstrate attendance sufficient to complete the duties of the position as required.
 17. 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 and media relations.
2. Methods and approaches to planning promotional programs and services according to identified needs and requirements.
3. Social Media.
4. Current developments, trends, and issues related to education.
5. Policies, rules, and regulations of the Department.
6. Copy editing standards and Associated Press Stylebook guidelines.
7. Procedures, methods, and techniques of project and workflow management and organization.

Ability and Skill to:

1. Write clear and compelling copy on deadline.
2. Team with professional staff to enhance and facilitate presentations and communications to schools, agencies, professional groups, and educators.
3. Interpret the organizational and division strategic plan and create relevant goals and plans for assigned areas.
4. Effectively adapt and adjust program services to meet changing priorities and customer-specific needs.
5. Plan, direct, and coordinate various activities, events, and programs.
6. Elicit community and organizational support for activities, events, and programs.
7. Make public presentations.
8. Understand and interpret pertinent state and local laws, codes, policies, and procedures.
9. Communicate clearly and concisely, both orally and in writing, in English; and present information effectively in front of both large and small groups.
10. Analyze problems, identify alternative solutions, project consequences of proposed actions, and implement recommendations in support of goals.

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11. Establish and maintain effective working relationships with working relationships with various constituencies.

Education, Training, and Experience:

A typical way of obtaining the knowledge, skills, and abilities outlined above is a bachelor's degree in English, journalism, public relations, or a related field and four (4) years of communications experience in an education or public agency setting 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 essential functions.

Employee typically works in an office environment that is moderately-paced with variable pressure.