

CONTRA COSTA COUNTY OFFICE OF EDUCATION

CLASS TITLE: COMMUNICATIONS SPECIALIST

RANGE: 26

BASIC FUNCTION:

Under the direction of the Chief Communications Officer, provide a variety of marketing and public relations services to facilitate and enhance community knowledge and awareness of County Office and designated school district programs, events and activities; perform a variety of specialized duties in the research, preparation, composition, design, editing and distribution of a variety of press releases, promotional materials and publications; assist with planning special events.

REPRESENTATIVE DUTIES:

ESSENTIAL DUTIES:

Provide a variety of marketing and public relations services to facilitate and enhance community knowledge and awareness of County Office and designated school district programs, events and activities; assist in the development and implementation of public relations strategies.

Research, prepare, compose, design, edit and distribute a variety of press releases, promotional materials and internal and external publications such as newsletters, handbooks, manuals, brochures, advertisements, presentations, posters, guides, directories and web-based documents in compliance with the County Office Communications Plan and appropriate code of ethics; utilize professional techniques of communicating with the media; plan content, interview, write, proofread and edit copy for various newsletters, brochures and promotional materials.

Plan and coordinate special events for the County Office as needed; assist with the preparation of related publications, development of themes, coordination of communications and composition of presentations; assist with setting up for special events.

Serve as a technical resource to students, staff, businesses and the public concerning the County Office and designated school districts; respond to inquiries and provide detailed and technical information concerning related operations, activities, schools, data, events, policies and procedures.

Operate designated computer systems, specialized graphic design software and peripheral equipment including traditional and digital photography equipment to produce a variety of print ready publications; keyboard, scan and input data; manipulate graphic and photographic images.

Enter text and graphic elements using a keyboard, scanned materials and data files; format and arrange data; reduce or enlarge documents as necessary; operate digital and traditional cameras to produce images; produce camera-ready materials for reproduction.

Conduct interviews and photograph students, teachers, administrators, staff and the public; attend, photograph and report on County Office-related events and activities; photograph interview participants.

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Review publications to assure consistency of message and compliance with public relations and County Office goals and objectives; assist with assuring web sites are updated in response to publication modifications.

Provide assistance to County Office personnel and others concerning the writing, editing, composition, layout and production of publications as needed; explain related graphics, templates, logos, photography, standards, principles, techniques, practices and procedures.

Coordinate, film, produce and edit a variety of videos for use by the County Office and related school districts as assigned by the position; assist others with video production as needed.

Communicate with students, staff, administrators, outside agencies, school districts and the public to exchange information and resolve issues or concerns; compose and distribute a variety of correspondence as needed.

Compile information and prepare and maintain a variety of records and reports related to publications, photographs, purchases, graphics, events, County Office facts and assigned activities; establish and maintain filing systems; prepare purchase orders for materials, supplies and equipment as necessary for office operations.

Operate paper cutters, laminators and various bindery equipment in the assembly and preparation of publications; utilize standard office equipment including a copier and fax machine; drive a vehicle to conduct work.

Assist in arranging the printing and duplication of publications; confer with printing vendors; assist with purchasing and negotiating services; monitor and provide input concerning quality of services.

Develop, coordinate and arrange public displays for County office departments as required.

OTHER DUTIES:

Assist with coordinating and conducting emergency preparedness activities as assigned.

Provide advice concerning the purchase of computer hardware and software as requested.

Perform related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Advanced communications skills and general principles and techniques of public relations and marketing.

Communications theory and research.

Principles, practices, equipment, procedures and techniques involved in the composition, editing, layout, design and production of press releases, promotional materials and publications.

Methods of collecting and organizing data and information.

Policies, goals and objectives of County Office programs and activities.

Graphic design, page layout and photography including traditional and digital techniques.
Modern printing processes including offset and digital printing.
Modern office practices, procedures and equipment.
Oral and written communication skills.
Interpersonal skills using tact, patience and courtesy.
Correct English usage, grammar, spelling, punctuation and vocabulary.
Operation of a computer and specialized graphic design software.
Production techniques for a variety of printing and Web-ready documents.
Record-keeping and report preparation techniques.
Research methods.

ABILITY TO:

Provide a variety of marketing and public relations services to facilitate and enhance community knowledge and awareness of County Office and school district programs, events and activities.
Perform a variety of specialized duties in the research, preparation, composition, design, editing and distribution of a variety of press releases, promotional materials and publications.
Serve as a technical resource concerning the County Office and designated school districts.
Assist with planning and coordinating special events for the County Office as needed.
Create, plan, develop, design and layout text, color and format photographs and graphics for various publications.
Assist in the development and implementation of marketing and public relations strategies.
Proofread, edit and revise publications.
Operate a computer and specialized graphic design software to produce a variety of press and Web-ready documents.
Comply with the County Office stylebook when writing and editing documents for the County Office.
Plan production within budgetary constraints.
Analyze situations accurately and adopt an effective course of action.
Work independently with little direction.
Maintain records and prepare reports.
Meet schedules and time lines.
Communicate effectively both orally and in writing.
Establish and maintain cooperative and effective working relationships with others.

EDUCATION AND EXPERIENCE:

Any combination equivalent to: bachelor's degree in English, journalism, communications, public relations or related field and two years public relations experience including work with the production and design of graphic materials and composition publications.

LICENSES AND OTHER REQUIREMENTS:

Valid California driver's license.

WORKING CONDITIONS:

ENVIRONMENT:

Office environment.

Driving a vehicle to conduct work.

PHYSICAL DEMANDS:

Dexterity of hands and fingers to operate a computer keyboard.

Hearing and speaking to exchange information.

Sitting for extended periods of time.

Seeing to view a computer monitor and read a variety of materials.