

CONTRA COSTA COUNTY OFFICE OF EDUCATION

CLASS TITLE: ELECTRONIC COMMUNICATIONS SPECIALIST

RANGE: 26

BASIC FUNCTION:

Under the direction of the Chief Communications Officer, perform a variety of specialized duties involved in the design, development and maintenance of internal and external education-related web sites for the County Office; provide support for special projects and events; research, prepare, compose, design, edit and distribute a variety of web documents and publications.

REPRESENTATIVE DUTIES:

ESSENTIAL DUTIES:

Perform a variety of specialized duties involved in the design, development and maintenance of education-related web sites for the County Office; determine proper content and artistic and visual layout for web sites to maximize effectiveness and meet County Office goals and objectives.

Research, prepare, compose, design and edit a variety of publications and web documents; utilize artistic, photographic, graphic and desktop publishing techniques; operate designated computer systems, specialized software and peripherals to create web sites and graphic designs and layouts.

Evaluate web sites to assure ease of use, consistency, clarity and up-to-date links; update websites with new information, links and publications as needed; assure web sites are updated in response to publication modifications; work with clients in updating, maintaining and troubleshooting web sites.

Collaborate with clients and departments in developing and implementing web projects; test and debug web sites, pages and related applications; confer with users to determine web site, page and application needs and requirements; assure projects meet established time lines and specifications.

Design and assure functionality of links, online forms, surveys and scripts; design and implement a variety of website features and applications; create, scan and modify photographs, icons and graphics for website use.

Assist with planning and coordinating 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.

Create, plan, develop, format and layout text, color and art work; select type style and size, fonts, templates, spacing of letters and text lines, placement, and size and type of photos and art work to be used; prepare, review, proofread and edit copy.

Perform a variety of administrative and clerical support duties as directed; transcribe, prepare and distribute meeting minutes; prepare and distribute a variety of reports and correspondence; compile, maintain and update files and databases with resource information.

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Establish and maintain contact with personnel and clients in the analysis of web site development projects; analyze requests for web site additions, solutions and revisions.

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.

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.

Communicate with students, staff, administrators, outside agencies, school districts and the public to exchange information and resolve issues or concerns.

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.

OTHER DUTIES:

Perform related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Principles, practices and procedures of website design, development and implementation.

Computer graphics, page layout, image scanning, HTML, internet marketing, web site hosting and publication, and programming languages and software used in web page development.

Principles, practices, equipment, procedures and techniques involved in the composition, editing, layout, design and production of publications and web documents.

Website programming languages, utilities and applications used by the College.

Artistic, photographic, graphic and desktop publishing techniques.

General principles and techniques of public relations and marketing.

Oral and written communication skills.

Correct English usage, grammar, spelling, punctuation and vocabulary.

Policies and objectives of assigned programs and activities.

Interpersonal skills using tact, patience and courtesy.

Methods and procedures of operating computers and peripheral equipment.

Record-keeping and report preparation techniques.

ABILITY TO:

Perform a variety of specialized duties involved in the design, development and maintenance of internal and external education-related web sites for the County Office.

Research, prepare, compose, design, edit and distribute a variety of web documents and publications.

Design and assure functionality of links, online forms, surveys and scripts.

Apply principles and techniques of computer programming and data structuring to specific problems or requests.

Create, plan, develop, format and layout text, color and art work.

Demonstrate proficiency in designated computer programming languages.
Proofread, edit and revise web documents and publications.
Determine proper content and artistic and visual layout for web sites to maximize effectiveness and meet County Office goals and objectives.
Operate computers and peripheral equipment properly and efficiently.
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 computer science, communications, public relations or related field and two years public relations experience including work in the development and programming of websites.

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.