

FRESNO COUNTY SUPERINTENDENT OF SCHOOLS

CLASSIFIED MANAGEMENT POSITION

JCN: 142
EXEMPT

COMMUNICATIONS AND PUBLIC RELATIONS OFFICER

BASIC FUNCTION:

Under the direction of the County Superintendent, plan, develop and lead the operation, and activities, for the Communications and Public Relations Division; direct the management of the communications office; initiate, coordinate and maintain communications and public relations, publications, recognition, media relations, marketing, and website programs and services extending to the office of the Fresno County Superintendent of Schools (FCSS) staff, news media, business community, governmental agencies, community members, boards of education, school districts, and the general public; support FCSS programs, departments and senior leadership with internal and external communications, including crisis communications, media relations, employee communications, website communications, issues and event management supervise and evaluate the performance of assigned personnel.

REPRESENTATIVE DUTIES:

ESSENTIAL DUTIES:

- Advise administrators, department heads and district superintendents, as directed regarding critical issues with potential media implications; provide communication strategies for handling sensitive issues.
- Coordinate correspondence and communications to ensure accurate, smooth and efficient presentation of information to public entities.
- Coordinate media and editorial board briefings and press conferences.
- Coordinate public information relative to new or developing programs.
- Coordinate the preparation of communications and information, including superintendent speeches, articles, website feature stories, television and radio messages, editorial opinions, and other suggested presentations; coordinate media inquiries and ensure necessary information is presented in a timely manner; plan press conferences and media briefings as needed.
- Coordinate work with designers, graphic artists, digital media and county office staff to produce brochures, department reports and other documentation; prepare correspondence as needed.
- Develop and implement media strategies to publicize FCSS programs and services and school district programs.
- Develop and implement strategies for communication programs for staff, districts, and the public.
- Develop and prepare the annual preliminary budget for the communications and public relations office and assigned departments; analyze and review budgetary and financial data; control and authorize expenditures in accordance with established limitations.
- Develop partnerships with community agencies, public officials and the business community in support of public education.
- Establish and maintain positive working relationships with members of print, radio and television media.
- Oversee the organization and coordination of special events with the purpose of attendance by the news media, such as press conferences to share information related to a program or service.
- Participate in the coordination of media partnerships including television, radio, internet, and other media varieties; monitor the preparation of brochures, and general public materials for public dissemination.

- Plan, organize, and direct media and community relations programs, activities and special projects to advise the Superintendent concerning county office operations; coordinate correspondence and communications to ensure accurate, smooth and efficient presentation of information to public entities.
- Plan, organize, control and direct the operations, activities of assigned programs; manage and direct program activities, including staff supervision, budget development, meetings, events and related activities; monitor activities for compliance with established policies, procedures, rules and regulations.
- Prepare and review reports, speeches and other content for the County Superintendent and senior leadership staff.
- Provide input on issues related to communications; conduct research for talking points; prepare presentations utilizing appropriate software systems.
- Provide print, radio, and television reporters with information on FCSS and school district programs; respond to questions on news items and arrange press briefings and interviews.
- Provide prompt and accurate public information during emergency or disaster situations, including receiving and assessing information, cooperating with news media and others and informing appropriate FCSS and school district personnel.
- Research and write a variety of material such as news releases, press advisories, public service announcements and background information on educational topics and issues.
- Serve as media liaison and as the FCSS spokesperson for the Board, County Superintendent, county office and administrators in contacts with the media and a wide variety of public and private organizations.
- Support the organization and coordination of special events with the purpose of attendance by the news media, such as press conferences to share information related to a program or service.
- Write and review articles, press releases, reports, scripts and other materials related to organizational activities and achievements; prepare, coordinate, monitor and oversee the preparation of major publications.
- Interview, select, supervise and evaluate the performance of assigned staff; coordinate and direct employee assignments and review work to ensure compliance with established plans, strategies, standards, requirements and procedures as needed; work with employees to correct identified deficiencies; review recommended transfers, reassignments, disciplinary actions and/or termination.
- Train and provide work direction and guidance to assigned personnel; assign duties and review work to ensure accuracy and completeness; provide input concerning employee interviews and evaluations as requested.
- Attend and participate in a variety of assigned meetings, committees, conferences, in-services, board meetings, and/or special events; coordinate special events as assigned.
- Comply with schedules, policies, regulations, procedures, orders, and directives of the County Superintendent.
- Exhibit professionally appropriate interpersonal skills, including but not limited to, tact, patience, flexibility and courtesy.
- Maintain a safe work environment.
- Operate a variety of office equipment, including but not limited to, a computer and assigned software applications.
- Serve as a liaison between County Superintendent and administrators, personnel, outside organizations or the public concerning assigned area.
- Serve as a technical resource concerning assigned program, function or instructional area.
- Work collaboratively and maintain effective working relationships with others in the course of work in assigned area.

OTHER DUTIES:

- Ability to work a flexible schedule to attend evening, weekend meetings/conferences as assigned and to coincide with department calendared meetings.
- Drive a vehicle to conduct work using own transportation.
- Perform related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

- Budgeting and financial record keeping practices.
- Communications media and their most effective uses, including print, radio, television and internet media.
- Planning, organization, and direction of media and community relations programs, activities and special projects.
- State and local media procedures and practices.
- Current social media tools, trends and public relations techniques.
- Proper English usage, grammar, spelling, punctuation and vocabulary in all forms of communication.
- State Education Code, local, state and federal laws, codes, regulations and requirements and county office organization, operations, policies and objectives as related to assigned activities and/or instructional area.
- Theoretical and technical aspects of field of specialty.

ABILITY TO:

- Plan and organize work.
- Plan press conferences and informational sessions.
- Monitor the preparation of copyright reports, brochures, and general public materials for broadcast.
- Determine and provide recommendations concerning communication strategies.
- Analyze and evaluate situations accurately and adopt an effective course of action.
- Communicate effectively both orally and in writing.
- Drive a vehicle to conduct work.
- Ensure proper and timely resolution of issues, concerns and conflicts.
- Interpret, apply, and explain rules, regulations, policies and procedures.
- Maintain consistent, reasonably regular, punctual attendance consistent with federal, state and local standards.
- Safely and successfully perform essential job functions consistent with federal, state and local standards, including meeting qualitative and/or quantitative productivity standards.
- Supervise, train, guide and evaluate the performance of assigned personnel.
- Work confidentially and with discretion.
- Work independently with minimal direction.

EDUCATION AND EXPERIENCE:

EDUCATION:

- Bachelor's degree in communications, journalism, broadcasting, media, marketing, public relations or related field.
- Master's degree preferred.

EXPERIENCE:

- Five years management or consulting experience in a comprehensive communications department for an educational institution, public agency, or private sector large corporation involving media partnerships.

LICENSURE AND OTHER REQUIREMENTS:

- Valid California driver's license; when driving for work, maintain automobile liability insurance in accordance with California Insurance Code section 11580.1 or maintain other statutorily authorized financial responsibility.
- Enrollment in the California Department of Motor Vehicles Government Employer Pull Notice Program at time of hire and throughout employment with the County Superintendent.

WORKING CONDITIONS:**ENVIRONMENT:**

- Drive a vehicle to conduct work, using own transportation.
- Office and/or school facility environment.
- Regular interruptions.
- Small and large group meetings.

PHYSICAL DEMANDS:

- Bending at the waist, kneeling or crouching; climb or balance.
- Eyesight corrected or uncorrected sufficient to read a variety of materials, including but not limited to fine print.
- Hearing with or without use of hearing aid(s) sufficient to hear any conversation with others. Understandable voice and speech patterns.
- Manual dexterity and coordination sufficient to operate office and/or classroom equipment.
- Sitting, standing and/or walking for extended periods of time.
- Use hands to handle and/or feel; reach with hands and arms.
- Must frequently lift, push, pull or carry up to ten (10) pounds and occasionally lift and/or move up to twenty five (25) pounds.

The physical demands and working conditions described here are representative of those that must be met by an employee to successfully perform the essential functions of this position, subject to reasonable accommodation.

This position description may not be an exhaustive list of all duties, knowledge, or abilities associated with this classification, however it is intended to accurately reflect the principal job elements. Related duties, knowledge, or abilities to those expressly stated may also be required for successful performance of the position.

APPROVED:

Effective: 11/01/2023

Revised: 07/01/2018; 10/09/2023; 11/29/2023