

FRESNO COUNTY SUPERINTENDENT OF SCHOOLS

CLASSIFIED MANAGEMENT POSITION

JCN: 192
EXEMPT

DIRECTOR – COMMUNICATIONS STRATEGY AND OUTREACH

BASIC FUNCTION:

Under the direction of the Deputy Superintendent, Instructional Services Division, plan, organize, and oversee the operations and activities of the Communications Strategy and Outreach Department at the office of the Fresno County Superintendent of Schools (“FCSS”); serve as leading spokesperson and brand manager for the FCSS; serve as a liaison between the FCSS, local, regional, state and federal elected officials and all media outlets; proactively position the FCSS, its programs, and partnerships to ensure the FCSS’s vision and mission are at the forefront of decision-making and implementation; in collaboration with the FCSS, advance the priorities of Fresno County Schools; supervise and evaluate the performance of assigned personnel.

REPRESENTATIVE DUTIES:

ESSENTIAL DUTIES:

- Build and maintain relationships with local and state education and public policy organizations, advocacy organizations and other key community partners on behalf of FCSS for the purpose of identifying shared stances and strategic opportunities.
- Collaborate and communicate with county office personnel, school district superintendents and representatives, outside organizations, parent/guardian groups, community partners, local, state, and federal government to exchange information; stay informed and abreast of initiatives, programs, and services; coordinate activities, programs, and policies; resolve issues or concerns.
- Conduct research and provide strategic, visionary leadership, and expertise in all forms of communications.
- Coordinate and oversee the management and execution of communications strategies and outreach efforts, including speeches for the FCSS, articles, website feature stories, television and radio messages, editorial opinions, presentations, and large-scale special projects; coordinate media inquiries and ensure necessary information is presented in a timely manner; plan press conferences and media briefings.
- Develop annual report that supports the FCSS and local school districts goals and interests, highlighting issues that seek excellence and inclusive practices for all children, schools, and communities.
- Develop, execute, supervise, and maintain comprehensive and wide-ranging internal and external communications strategies on educational issues.
- Develop, implement, and oversee crisis communication plans to effectively manage and mitigate reputational risks and issues; serve as leading spokesperson and point of contact for media inquiries during crisis situations.
- Develop, organize, prepare, and plan all funding and budget activities of assigned departments; prepare annual preliminary budget; review related budgetary and financial data and ensure expenditures are in accordance with established limitations; develop, review, and approve grant coordination as required.
- Interpret and provide information on education policies to administration, personnel, board members and the public; respond to inquiries and provide information concerning practices, policies, procedures, laws, and regulations.
- Maintain and expand the FCSS brand and image through strategic communications efforts and activities.
- Oversee development and maintenance of style guides and branding documents to ensure organization-wide adherence to the FCSS branding; identify and implement systems that ensure organizational forms and documents are professional and stylistically consistent.

- Plan and direct the dissemination of information, including identification of target audience, messages, format, and structure for communications related to education; research and analyze new technologies for the purpose of recommending new systems for improving digital and design services for the FCSS.
- Plan, organize, and oversee the operations and activities of the Communications Strategy and Outreach departments, including the Community Advisory Council, Community Engagement and Development, Graphic Design Services, Multimedia Services, Special Projects, and Web Development; manage and direct overall program activities including staff supervision, meetings, events, and other related activities; monitor activities for compliance with established policies, procedures, rules, and regulations.
- Use data insights to optimize communication strategies and tactics for continuous improvement.
- 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.
- Attend and participate in a variety of assigned meetings, committees, conferences, in-services and/or special events.
- 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, local, state, and federal government, 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 on a flexible schedule to attend evening and 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.
- Travel within Fresno County, statewide and/or nationwide.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

- Budget administration, preparation, and control.
- Communications strategies in critical situations, both orally and in writing.
- Data analytics to inform marketing and outreach decision-making.
- Educational and social issues and their impact on schools, youth, and public education.

- Educational equity goals.
- K-12 education policies and issues.
- Laws and regulations that determine educational policies and practices.
- Local, state, and federal government policy issues and programming.
- Preparation and dissemination of public information.
- Public relations techniques.
- State legislative process, activities, and operations.
- Strategic thinking and planning, including organizational effectiveness and management practices.
- 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:

- Articulate complex plans and policies to internal and external audiences.
- Articulate the importance of clarity and brand marketing to FCSS staff.
- Direct the maintenance of a variety of reports, records and files related to assigned activities.
- Lead a team to produce exceptionally high-quality, innovative solutions to organization-wide programs.
- Make effective presentations in large and small settings.
- Meet schedules and timelines.
- Monitor program effectiveness.
- Prepare comprehensive narrative and statistical reports.
- Provide leadership development and training for assigned personnel.
- Work effectively with elected leaders, internal staff, outside agencies, and community partners.
- Work well under pressure.
- 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 confidentiality.
- 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 education, educational leadership, communications, public affairs, journalism, law, or related field.
- Master's degree preferred.

EXPERIENCE:

- Five years increasingly responsible experience in an educational setting, public agency, or large non-profit organization with demonstrated competence in communications strategy and outreach.
- Experience with TK-20 educational organizations preferred.

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 principle job elements. Related duties, knowledge, or abilities to those expressly stated may also be required for successful performance of the position.

APPROVED:

Effective: 4/15/2024