

FRESNO COUNTY SUPERINTENDENT OF SCHOOLS

CLASSIFIED MANAGEMENT POSITION

JCN: 645
EXEMPT

PROGRAM COORDINATOR – COMMUNICATIONS

BASIC FUNCTION:

Under the direction of the Director, Communications Strategy and Outreach, develop, plan, organize, coordinate, promote and implement a variety of communications for the Fresno County Superintendent of Schools' ("FCSS"); coordinate content development, design and layout for the FCSS's social media, website, multimedia, print/digital publications, and other communication resources and tactics; coordinate marketing and media relations on behalf of the FCSS; effectively engage with internal and external partners to enhance overall brand, image and presence of the FCSS; supervise and evaluate the performance of assigned personnel.

REPRESENTATIVE DUTIES:

ESSENTIAL DUTIES:

- Assist with evaluating budgetary and financial data to ensure expenditures are in accordance with established limitations; assist with grant coordination and preparation as assigned.
- Collaborate with the Director-Communications Strategy and Outreach to prepare engaging content for announcements, print, press releases, social media messages, website stories, videos, television, and other various communication channels; ensure consistency in messaging and branding across all communication materials/platforms; assist with ensuring activities comply with established standards, requirements, laws, codes, rules, regulations, policies, and procedures.
- Coordinate the production and editing of video footage for county office events to enhance entertainment value and/or functional impact, as needed.
- Coordinate with the Director, Communications Strategy and Outreach in the planning and execution of communications, projects, and special events on behalf of the FCSS; participate in meetings and propose enhancements/improvements, as needed; help oversee the successful completion of special projects and events.
- Cultivate and maintain relationships with media contacts, journalists, and influencers to promote positive coverage of the organization.
- Develop and implement media campaigns to publicize FCSS programs and services and school district programs.
- Facilitate effective internal communication by developing internal newsletters, memos, and announcements to keep employees informed and engaged.
- Liaise with program administration to define project requirements, scopes, and objectives that align with organizational goals.
- Prepare and review reports, speeches, and other content for the FCSS and senior leadership.
- Prepare and maintain a variety of narrative and statistical records, reports and files related to communications and projects, as assigned.
- Prepare schedules and summaries of board and committee proceedings; provide feedback and periodic reports to the FCSS, outside agencies and community partners, as assigned.
- Propose ideas to improve provided services and event quality.
- Provide support to events-in-progress to ensure success.
- Recruit event volunteers by requesting support from participating districts and schools, business partners, clubs, and individuals, as assigned; maintains volunteer lists, as assigned.

- Research and reserve event locations, hospitality services, and multi-media equipment; schedule speakers, judges, panels, media, and participants; develop event programs that include schedules, participants, and donor recognition, as assigned.
- Research local business and philanthropic activity, as assigned; connect the FCSS with local business' in identifying and initiating contact with potential donors, as assigned.
- Research, compile, assemble and evaluate a variety of technical information, and programs related to assigned area or program; participate in the development, implementation and evaluation of program and educational documents; prepare and distribute related correspondence and informational materials.
- Support the successful implementation of programs, activities, and special events on behalf of the FCSS.
- 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 as assigned.
- 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 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, 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:

- Communication theories, principles, and best practices across various channels, including digital, print, and multimedia.

- Content creation for different platforms, such as websites, blogs, social media, newsletters, and press releases.
- Event preparation, planning and coordination.
- Marketing theories, branding principles, and techniques to enhance brand visibility and reputation.
- Media landscape, relationship-building with journalists, press release writing, and media monitoring techniques.
- Rules and regulations governing academic competitions.
- 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:

- Convert a project objective into a sequenced list of tasks and action plans.
- Develop and execute strategic communication plans aligned with organizational goals and objectives.
- Generate innovative ideas and creative content to capture audience attention and engagement.
- Prioritize work in order to meet deadlines and maintain schedules.
- 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 Business, Communication, Marketing, Journalism or related field.
- Master's degree preferred.

EXPERIENCE:

- Three years increasingly responsible experience working in field related to assigned program, function or instructional area.

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: 7/1/2024