

**MONTEREY COUNTY OFFICE OF EDUCATION**  
**COMMUNICATIONS & PUBLIC RELATIONS OFFICER**  
**OFFICE OF THE COUNTY SUPERINTENDENT OF SCHOOLS**

**CLASSIFICATION:** Classified Management  
**SALARY LEVEL:** 80  
**WORK YEAR:** 227

**DEFINITION:**

Under the direction of the County Superintendent, the Communications and Public Relations Officer is responsible for the accomplishment of comprehensive communications and marketing of Monterey County Office of Education's services and programs, and school districts' major accomplishments. This responsibility entails establishing and facilitating effective, state-of-the-art communication channels that are open, vibrant, and timely in conveying pertinent, impactful information and messaging about MCOE and public education with all sectors of the communities throughout Monterey County. The Communications and Public Relations Officer is responsible for planning and implementing dynamic public relations outreach characterized by mutual understanding, responsiveness to needs, effectiveness, and efficiency of the Monterey County Office of Education (MCOE) and public education.

**SUPERVISOR:**

County Superintendent of Schools

**POSITION(S) SUPERVISED:**

None

**QUALIFICATION REQUIREMENTS:**

To perform a job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed in the job description are representative of the knowledge, skills, and/or abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**MAJOR DUTIES AND RESPONSIBILITIES:** The following is a list of duties that is representative of the position that includes but is not limited to:

- Serve as liaison between MCOE, the media, and stakeholders
- Serve as lead communicator for MCOE's Incident Command Team
- Research, develop, implement, and evaluate a comprehensive marketing and public relations plan that conveys the mission, vision, services, and accomplishments of MCOE and school districts
- Work collaboratively with all MCOE internal and with external stakeholders
- Lead the organization in shaping understandable communications to assure that accurate, appropriate, and impactful communications are released in a timely manner
- Coordinate and plan public relations activities and events
- Identify challenges and emerging issues faced by MCOE and work with Cabinet and Leadership Team to recognize internal and external marketing and communications opportunities and solutions, and define and execute strategies to support them

- Provide opportunities and training for Cabinet, Leadership Team members, teachers, and staff to become effective public relations ambassadors for the MCOE, and to deal with students, parents and others in ways that promote their involvement, understanding, and cooperation
- Design and create content and layout for the MCOE web site and specialty print publications that emphasize effective public relations practices
- Develop, and produce communications projects, including (but not limited to):
  - Annual Report to the Community
  - Press release and media advisories, as needed
  - The MCOE web site
  - Social Media outreach
  - Draft OP/ED (opinion/ editorial) and Soapbox articles
  - Monthly email newsletter
  - Directory of Monterey County Public and Private Schools
  - Emergency Contact Directory
- Implement new initiatives and projects of the MCOE departments to strengthen stakeholders' understanding of the programs of the MCOE, including a catalog of services, a "fingertip" facts booklet, and supporting publications
- Makes presentations to a variety of groups
- Develop and administer the annual program budget for communications, monitor expenditures, and make adjustments as necessary
- Maintains awareness of and ensures compliance with relevant State and Federal laws and regulations, Monterey County Office of Education Board Policies, Superintendent Policies and Administrative Regulations

**OTHER DUTIES:**

Performs other job-related duties as required

**PHYSICAL AND MENTAL CHARACTERISTICS:**

Physical, mental and emotional stamina to perform the duties and responsibilities of the position; manual dexterity sufficient to write, use the telephone and business machines; vision sufficient to read printed materials; hearing sufficient to conduct in person and telephone conversations; speaking ability in an understandable voice with sufficient volume to be heard in normal conversational distance, on the telephone and addressing groups; physical agility to push/pull, squat, twist, turn, bend, stoop and to reach overhead; physical mobility sufficient to move about the work environment (office, district, school site-to-site), drive an automobile and respond to emergency situations; physical strength sufficient to lift 25 pounds; physical stamina sufficient to sit for prolonged periods of time; mental acuity to collect and interpret data, evaluate, reason define problems; establish facts, draw valid conclusions, make valid judgments and decisions.

**REQUIRED QUALIFICATIONS:**

**Education and Experience:**

- Bachelor's degree from an accredited college or university with major course work in public relations, communications, or marketing
- Five (5) years of leadership experience and record of accomplishment in public or corporate sector communications that includes directing broad ranging communications and marketing strategy programs

- Demonstrated successful experience in the writing and production of web content and social media

### **Knowledge of:**

- Best practices in public relations, marketing, communications, community relations, and public affairs
- Effective oral and written communications and editing including correct English usage, grammar, spelling, punctuation and vocabulary
- A variety of hardware and software configurations, including the web
- Methods of the production of electronic and print journalism
- Evaluation approaches, strategies and techniques
- Basic principles and practices of public administration
- Fund development and fundraising
- Budget preparation and control

### **Skills and Abilities:**

- Expertise in both print and electronic communications, media, and graphic arts
- Strong written, oral communication, and editing skills demonstrated by portfolio of public relations, marketing, published articles, and news stories
- Dynamic, vibrant communicator who relates well with people and is able to motivate people and create synergy in groups
- Strong interpersonal skills that bring people together
- Interact with and maintain cooperative relationships with all levels of staff, public, and administration, using tact, patience, and courtesy
- Communicate effectively at the highest level of competence in the English language both orally and in writing
- Execute the creation and production of communication projects including press releases, media advisories, monthly email newsletter, etc.
- Research and produce talking points, articles, comprehensive narrative and statistical reports, and other required material for the County Superintendent
- Plan and coordinate social media outreach including a regular YouTube television program for the County Superintendent
- Maintain social media including Facebook, Twitter and other channels
- Prioritize and schedule work
- Analyze situations accurately and adopt an effective course of action
- Multi-task at the level required to meet all schedules, timelines and deadlines
- Work independently
- Prepare and present information to a variety of groups
- Collaborate with diverse community and agency partners
- Maintain accurate records and reports

### **Desirable Qualifications:**

- Master's degree in a relevant field

### **Licenses and Certifications:**

- California Driver's License and evidence of insurability

**Other Requirements:**

- Must be able to maintain confidentiality, professional effectiveness, and professional demeanor at all times
- Must be willing to modify days/hours and to work additional hours on occasion
- Must be willing to travel using own transportation with mileage reimbursed, as the job may require

Approved by:

\_\_\_\_\_  
Assistant Superintendent of Human Resources  
or designee:

\_\_\_\_\_  
Date Approved: