

# **Sacramento County Office of Education Job Description**

## **Classification Title: Project Specialist II, Marketing and Communications**

### **Definition**

Under general direction, implements various Sacramento County Office of Education (SCOE) Communications department strategies; contributes to SCOE public, employee, and media relations efforts by acting as a lead in managing a range of marketing and communication plans to support new and existing Communications objectives; establishes and maintains strategic partnerships with organizations within the county, region, and state; performs other duties as assigned.

### **Directly Responsible To**

Appropriate Administrator

### **Supervision Over**

Professional, technical, and clerical staff as assigned.

### **Duties and Responsibilities**

*(Any one position may not include all of the listed duties, nor do all of the listed examples include all tasks which may be found in positions within this classification.)*

#### **Strategic Marketing and Communications and Department Support**

- Develops, implements, and evaluates marketing and communications strategies and campaigns to support SCOE initiatives and programs;
- Performs a variety of tasks related to initiative communications and marketing, including research, planning, analysis, and evaluation;
- Works collaboratively with internal departments to gather information, and conceptualize content, copy, and layout to optimize department presence for various marketing publications, and on SCOE website and social media accounts;
- Produces a variety of marketing and communication materials in both print and electronic formats;
- Consults and creates strategic marketing, communications and public relations plans for SCOE departments and staff;
- Acts as an internal consultant, providing expert advice on various communication and marketing initiatives;
- Researches, prepares, composes, designs, edits, and distributes a variety of collateral, web, and digital assets and materials in support of strategic communication goals;
- Reviews SCOE and department websites and pages ensuring digital content aligns with federal accessibility guidelines and internal standards, and initiates steps to bring websites/pages into compliance as necessary;
- Utilizes evidence-based practices and research to identify target audience behaviors, audience needs, and barriers to change or collective action;
- Establishes and maintains strategic relationships with partner organizations at the county, regional, and state levels to support SCOE initiatives;
- Adheres to department fiscal protocols and oversees project budgets;
- Attends meetings, conferences, events, and trainings as assigned.

#### **Media Relations and Coordination**

- Coordinates press conferences, media interviews, and related logistics;
- Assists in the planning and organization of special events and activities to enhance public, internal, and external employee/staff relations;
- Organizes interviews and photography of students, teachers, administrators, staff, and public;
- Coordinates the production of videos of county events, programs, and staff;
- Implements emergency communications efforts and media management during crisis situations;

- Provides excellent customer service and develops and maintains professional relationships with news media, business representatives, community members, and internal and external stakeholders.

## **Minimum Qualifications**

### **Education, Training, and Experience**

- Possession of a bachelor's degree from a regionally accredited institution, and course work in communications, public relations, marketing, graphic design, or a related field, or equivalent training and experience;
- Industry certifications or masters degree in communications, public relations, marketing, graphic design or a related field preferred;
- Extensive experience in promotions, marketing, journalism, public relations or another communications-related field required;
- Experience with maintaining and/or administering digital media and/or web applications required;
- Experience supporting marketing and communications plans in building awareness for teaching and learning or social change campaigns in an educational setting, government agency, or community-based organization preferred.

### **Knowledge of**

- Principles, methods, and theory of communication, public, community, and governmental relations, marketing;
- Principles of project management;
- Media outlets including newspaper, radio, television, internet, and other media resources;
- Principles of photography, videography, and graphic design;
- Mass communication media, including traditional, emerging, digital, e-mail, social media, and live streaming;
- Creative processes from conception to production;
- Technical aspects of news media, public relations, writing, and printing;
- Methods and techniques of producing journalistic copy and preparing content deliverables;
- Digital accessibility standards;
- English grammar, spelling, and punctuation according to American Psychological Association (APA) style and grammar guidelines;
- Standard software applications including videoconferencing platforms, online databases, and basic principles of updating websites;
- Basic principles of updating websites using content management systems.

### **Skill and Ability to**

- Plan, organize, and implement processes to support SCOE communications initiatives;
- Analyze data, write reports, and create project evaluations;
- Conduct surveys/polls or focus groups;
- Establish and maintain cooperative, collaborative, and effective working relationships with internal and external partners;
- Identify opportunities for branding, messaging, editing, and storytelling;
- Engage individuals in group collaboration and team participation;
- Produce high-level copywriting and copy-editing;
- Communicate effectively in both oral and written form with individuals from diverse backgrounds;
- Write, edit, design, and publish a variety of public information and outreach materials;
- Operate a computer and related office technology;
- Maintain websites including managing content, posting photos, and text;
- Proficiently operate desktop publishing programs;
- Understand public affairs implications and disseminate the news value of educational programs, activities, and events;
- Effectively deliver and carry out written and oral instructions;
- Conduct research and evaluate data to solve problems, develop recommendations, and make decisions;

- Coordinate a variety of projects simultaneously;
- Develop measurable goals and objectives, set priorities, and evaluate progress toward achievement;
- Work independently with minimal supervision;
- Effectively prioritize workloads;
- Prepare clear and concise written communications;
- React with flexibility and sensitivity to changing situations, settings, and needs.

Approved by Personnel Commission on 11/12/24