

## **SAN MATEO COUNTY OFFICE OF EDUCATION**

### **Public Communications Specialist**

#### ***Overview:***

Under the direction of the Administrator Board Support/Community Relations, assist with public and news media relations and marketing promotional efforts for programs and services offered by San Mateo County Office of Education; write and edit letters, press releases, brochures, resolutions, news articles, and other communications; research educational events and activities and publicize on social media websites; review information and prepare communications involving labor relations and other confidential matters; maintain the Office of Education's webpage.

#### ***Essential Functions:***

- Assist in the editorial production coordination, and support for the internal and external communications provided by the San Mateo County Office of Education;
- Assist in developing and implementing public awareness, outreach and promotional efforts; create media strategies to publicize SMCOE programs, services and accomplishments;
- Gather educational news information by reviewing public communications, interviewing school and public officials, employees, and representatives of community agencies; plan, write and edit material for advertisements, articles, news releases, scripts, internal communications, promotional events and other public information related to organizational activities and achievements;
- Prepare education program marketing materials including flyers, brochures, pamphlets, and monographs;
- Prepare and review reports and other materials for senior management staff; conduct research for talking points; prepare PowerPoint presentations;
- Respond to requests of employees, district representatives and community agencies in developing creative, descriptive, technical and factual articles concerning educational events and timely issues;
- Create content, design and layout for the SMCOE website; ensure posted information is current and accurate;
- Serve as technical writer and assist in editing applications for grants and projects;

## Public Communications Specialist – Cont.

- Review confidential documents including collective bargaining negotiations proposals and labor relations position papers in order to write communications for dissemination to the public via newspapers, websites and other media;
- Provide prompt and accurate public information during emergency or disaster situations including receiving and assessing information, cooperating with news media and others, and informing SMCOE and district personnel;
- Maintain positive working relationships with members of the print, radio, and television media; consult with the senior management team on strategies to inform the public about matters of particular interest;
- Provide advice and guidance on dealing with the media and general public concerning sensitive public relations issues;
- Provide public relations advice to school district administrators on strategies to communicate with the media on sensitive organizational issues and to get the word out on educational programs.
- Assist in planning and organizing receptions and special events;
- May attend community meetings on behalf of the Superintendent.

### ***Knowledge/Skills/Abilities:***

#### **Knowledge of:**

**Public/Media Relations** - Principles, techniques, practices of public relations, journalism, marketing and advertising; local and national educational issues and trends.

**Media/Copywriting** - Media production, communication, and dissemination techniques; publication design, editing and writing; Web page design and publishing; methods of researching, organizing, analyzing and synthesizing numerical and written information; various style guides including MLA, APA, and AP formatting.

**Technology** - Advanced use of software including Microsoft Suite and desktop publishing software applications.

#### **Skill/Ability to:**

**Active Listening - Speaking** - Listen to the needs of clients and collaborate in working with others internally and externally; clearly present information and influence others through oral presentation.

Public Communications Specialist – Cont.

**Interaction** - Communicate effectively with individuals from a wide range of backgrounds and occupations while building credibility and rapport.

**Communications** – Write clearly and persuasively for a wide variety of readers; write in different styles, depending on the material and medium; speak effectively before small and large groups;

**Problem Solving** - Identify problems, review information sources, develop and evaluate options and implement solutions.

**Organization/Time Management** - Organize tasks and develop action plans leading to specific goals; work independently, and meet production schedules and deadlines.

***Qualifications:***

Any combination of education and experience equivalent to:

**Education:**

A Bachelor's degree from an accredited college or university with major coursework in English, journalism, public relations, marketing or related field.

**Experience:**

Two (2) or more years of professional-level public/media relations or related experience.

***Physical Demands:***

**Vision** sufficient to read a computer screen and small print in computer manuals.

**Hearing** sufficient to understand verbal communication over the phone.

**Dexterity** of hands and fingers sufficient to operate a computer keyboard.

**Mobility** sufficient to move through buildings and in rooms where events are held.

**Sitting** for extended periods of time.

***License:***

California Driver License