

VENTURA COUNTY OFFICE OF EDUCATION

CLASS TITLE: COMMUNICATIONS SPECIALIST

BASIC FUNCTION:

Under the direction of the Director of Communications, the Communications Specialist is responsible for supporting the Director of Communications to ensure consistency and quality across all internal and external communications. This role involves preparing various materials, coordinating with different departments, and maintaining communications standards. The specialist may be involved in tasks such as developing and implementing communication strategies, creating content for different platforms like websites and social media, and assisting in managing public relations. Additionally, they may collaborate with internal teams to ensure accurate and timely information dissemination. Overall, the Communications Specialist plays a crucial role in promoting the mission, goals, and objectives of the Ventura County Office of Education through effective communication practices.

ESSENTIAL / REPRESENTATIVE DUTIES:

Developing Communication Strategies: Creating plans to effectively communicate with target audiences, including employees, customers, and the public.

Event Planning: Organizing, coordinating, and promoting events, such as meetings including conferences, gatherings, and council meetings. Duties include scheduling, venue booking, catering arrangements, promotional material creation, agenda development, and social media promotion.

Written Communications: Writing and editing engaging, easy-to-understand content for various channels, such as newsletters, press releases, social media, and websites.

Multimedia Production: Taking photos and shooting and editing videos for distribution on various platforms. Keeping media assets organized.

Graphic Design: Creating visually appealing flyers, social media graphics, event programs, etc., using tools such as Canva and the Adobe Creative Suite.

Media Relations: Building relationships with media outlets and pitching stories to generate positive coverage for the organization.

Internal Communications: Ensuring that employees are informed about company news, policies, and events through newsletters, emails, and meetings.

Crisis Communication: Developing strategies to communicate during crises to ensure the timely dissemination of emergency information and to maintain the organization's reputation.

Social Media Management: Creating and posting content on social media platforms to engage

with followers and promote the organization's brand.

Website Management: Maintaining consistency of website design and structure. Assisting employees with website editing and access.

Market Research: Conducting research to understand the organization's audience and market trends to tailor communication strategies accordingly.

Brand Management: Ensuring that all communication aligns with the organization's brand identity and values.

Analytics and Reporting: Using data analytics to measure the effectiveness of communication strategies and making recommendations for improvement.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Advanced and complex administrative assistant methods and responsibilities;

Modern administrative office practices, procedures, and equipment;

Interpersonal skills using tact, patience and courtesy;

Public relations and customer service techniques;

Understanding of VCOE's organizational mission, values, and communication standards to ensure consistent messaging;

Strong written and verbal communication skills;

Media literacy and basic journalism principles;

Expertise in creating and editing various communication materials such as press releases, website content, newsletters, social media posts, blog posts, and infographics;

Proficiency in using communication and social media management tools and software;

Knowledge of public relations, media relations, and crisis management;

Project management and administrative skills to coordinate communication strategies and campaigns;

Familiarity with content marketing, search engine optimization (SEO), and data analysis to measure the effectiveness of communication efforts;

Ability to collaborate cross-functionally with other departments, and management and vendors;

Staying up-to-date with the latest communication trends and best practices;

Excellent attention to detail and organizational skills

ABILITY TO:

Perform a variety of advanced, complex and responsible administrative support duties to assist the assigned cabinet-level manager with administrative details;

Work confidentially with discretion, and maintain confidential information;

Strong written and verbal communication skills with particular attention to proper grammar and knowledge of AP Stylebook standards;

Ability to create and edit various communication materials like press releases, website content, newsletters, social media posts, blog posts, and infographics;

Ability to shoot high quality photos and videos and basic video editing;

Ability to use common office software tools such as Microsoft Word, Excel and PowerPoint and Google Workspace;

Proficiency in public speaking and presenting information effectively;

Expertise in communication and social media management tools;

Familiarity with digital communication platforms and software;

Project management and administrative skills;

Ability to coordinate communication strategies and campaigns;

Strong organizational skills and attention to detail;

Public relations and media relations skills;

Capability to build and maintain relationships with journalists, influencers, and other stakeholders;

Experience in crisis communication and managing media inquiries;

Content creation and storytelling abilities;

Skill in developing engaging and compelling content;

Collaboration and cross-functional skills;

Ability to work closely with teams and management personnel;

Cultural awareness and interpersonal skills;

Strategic planning and analytical skills;

Capability to align communication efforts with organizational goals;

Proficiency in data analysis to measure communication effectiveness;

Meet schedules and timelines;

Analyze situations accurately and adopt an effective course of action;

Make arrangements for meetings, travel and conferences;

Work independently .

EDUCATION AND EXPERIENCE:

At least two years of professional experience related to the essential duties is required. A Bachelor's Degree is desirable in communications, public relations, journalism, or a related field with coursework in writing, public speaking, media studies, and advertising; Certifications such as the Accreditation in Public Relations (APR) from the Public Relations Society of America (PRSA) is desirable; Due to the evolving nature of communication technologies and strategies, ongoing professional development through workshops, seminars, and conferences can be valuable and is desirable.

LICENSES AND OTHER REQUIREMENTS:

Valid California driver's license.
Bilingual, Biliterate (Spanish), preferred.

WORKING CONDITIONS:

PHYSICAL AND MENTAL DEMANDS:

The physical and mental demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical Demands

While performing the duties of this job, employees are regularly required to bend, stoop, push, pull, grasp, squat, twist, kneel, walk, sit, and reach to access materials or equipment and complete other tasks as assigned; lift and carry up to 30 pounds; and lift from ground, waist, chest, shoulder, and above shoulder level. The position may include occasional need to traverse uneven surfaces. Employees in this classification are to be able to travel countywide to a variety of sites within a reasonable period; read written and electronic materials; communicate clearly in person, on the phone, and via email; and operate all required equipment.

Mental Demands

While performing the duties of this class, employees are regularly required to use written and oral communication skills; read and interpret information; analyze and solve problems; use mathematical reasoning; make observations; learn and apply new information or skills; perform highly detailed work; work on multiple, concurrent tasks with frequent interruptions; work under intensive deadlines and meet productivity requirements; and interact successfully with various groups of people encountered in the course of work.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this class. Employees typically work in an office environment that is fast paced with high pressure. Subject to driving your personal automobile to conduct work; may be required to attend periodic evening meetings and/or travel within and out of county boundaries to attend meetings.

Hazard

Exposure to community members, students, parents, and personnel who may become disorderly.

Should an applicant require reasonable accommodation, the Ventura County Office of Education will consider that upon request.

SUPERINTENDENT POLICY NO. 4030

VCOE shall not unlawfully discriminate against or tolerate the harassment of employees or job applicants on the basis of their sex, race, color, religious creed, national origin, ancestry, age over 40, marital status, pregnancy, physical or mental disability, medical condition, Vietnam era veteran status, or actual or perceived sexual orientation. Equal employment opportunity shall be provided to all employees and applicants. Physically or mentally disabled employees or applicants may request reasonable accommodation. All employees are expected to carry out their responsibilities in a manner that is free from discriminatory statements or conduct. Employees who permit or engage in discrimination or harassment may be subject to disciplinary action up to and including dismissal.