



# Job Description

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**POSITION TITLE:** Project Leader III #6297  
Media and Communications  
Office of the Superintendent

**SALARY PLACEMENT:** Range 7  
Management Salary Schedule

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## **SUMMARY OF POSITION:**

Under the direction of the San Joaquin County Superintendent of Schools, the Media and Communications Specialist assists the Public Information Office by supporting external and internal communications, quality control of web and social media and other functions in relation to communicating with the SJCOE's various stakeholders.

## **MINIMUM QUALIFICATIONS – EDUCATION, TRAINING, AND EXPERIENCE:**

Possess a Bachelor's Degree from an accredited college or university. Experience working in the field of Education. Experience in public relations, marketing, communications, journalism, or other related fields.

## **DESIRABLE QUALIFICATIONS – EDUCATION, TRAINING, AND EXPERIENCE:**

Possess a Bachelor's degree in communications, marketing, or related field. Two years of experience working in education, media journalism, public relations, graphic design, writing, or editorial work.

## **KNOWLEDGE, SKILLS, AND ABILITIES:**

Knowledge of:

- assigned software
- public relations
- social media applications
- graphic design

Ability to:

- operate a computer
- proof and edit rough draft copy
- manage multiple tasks and meet deadlines
- communicate effectively both orally and in writing
- train staff
- set agendas
- be flexible based on program needs

Possess:

- proficiency with current technology for performance of duties, including graphic design and desktop publishing software
- knowledge and skills in planning, setting agendas, and coordinating/conducting meetings/trainings

- a valid California driver's license and proof of liability insurance coverage in the minimum amount required by SJCOE policy; insurable by the SJCOE carrier. Must furnish own transportation as required to fulfill job duties

### **DISTINGUISHING CHARACTERISTICS:**

The Project Leader series represents management-level positions and has three levels.

### **ESSENTIAL FUNCTIONS:**

Essential functions may include, but are not limited to:

1. Work effectively with school districts, community organizations, government agencies, parents, students, and/or staff.
2. Maintain confidentiality on issues concerning program and staff.
3. Participate, coordinate, or conduct a variety of meetings, committees, trainings, workshops, and/or conferences in order to present materials and information concerning department programs, services, operations, and activities; represent the SJCOE at local, regional, and state meetings, conferences, in-services, boards, councils, and events.
4. Maintain current knowledge and interpret applicable rules, regulations, policies, procedures, contracts, State and Federal laws, codes, and regulations.
5. Communicate effectively both orally and in writing.
6. Analyze situations accurately and adopt an effective course of action.
7. Establish and maintain cooperative and effective working relationships with others.
8. Work independently with little direction.
9. Supervise and evaluate staff.
10. Meet schedules and timelines.
11. Prepare reports as needed for program.
12. Oversee and manage budgets.
13. Oversee official SJCOE social media channels, including Facebook, Instagram, Twitter, and YouTube, determining appropriate platforms for target audiences.
14. Create, develop, and maintain a social media communications plan, posting content daily on official social media channels.
15. Monitor and maintain records for approved SJCOE program/department social media accounts.
16. Monitor social media channels for potential issues and customer questions and complaints. Respond in a timely manner.
17. Maintain knowledge of current best practices for posting on social media channels.
18. Utilize social media analytics and provide monthly reports to public information officers.
19. Maintain a network of SJCOE employees who oversee department/program social media channels and SJCOE social media ambassadors.
20. Provide training to employees on social media best practices.
21. Work with districts, schools, programs, and departments to cover events and activities on social media.
22. Photograph and video record activities and events as needed for social media, website, and or other SJCOE publications.
23. Work with districts, schools, programs, and departments to ensure that all students photographed have photo/media clearance before posting/publishing photos.
24. Assist with social media marketing and advertisement as needed.
25. Assist with the preparation of digital multimedia communication materials.
26. Support the Public Information Office's external and internal communications, serving as a research gatherer, editor, and writer for the SJCOE website, social media, and other SJCOE publications developed by the Public Information Office.
27. Assist in the management of communication systems for the distribution of messaging, including emergency response. Monitor news and social media in crisis.
28. Follow media related K-12 education. Inform SJCOE leadership of education-related news.
29. Maintain contact lists for elected officials, news/media, district communicators, public information officers, emergency, and other contacts.
30. Work closely with SJCOE departments/divisions to maintain [www.sjcoe.org](http://www.sjcoe.org) and [www.INSIDE.sjcoe.org](http://www.INSIDE.sjcoe.org) webpages. Make recommendations for improving the website.

31. Assist Public Information Officers with other duties as needed, such as scheduling interviews, coordinating events, and developing communication plans.
32. Design all formal publications of San Joaquin County Office of Education, including annual reports, Outlook magazine, reports from County Superintendent of Schools to employees; selected Board of Education information; and brochures, pamphlets, newsletters, and other materials as needed to promote understanding and appreciation of San Joaquin County Office of Education.
33. Develop and maintain brand guidelines for the San Joaquin County Office of Education.
34. Assist in the creation and design of all San Joaquin County Office of Education promotional materials.
35. All other duties as assigned.

**PHYSICAL REQUIREMENTS:**

Employees in this position must have the ability to:

1. Sit and stand for extended periods of time.
2. Enter data into a computer terminal, operate standard office equipment and use the telephone.
3. Hear and understand speech at normal levels and on the telephone.
4. See and read the computer screen and printed matter with or without vision aids.
5. Speak so that others may understand at normal levels to small or large groups, and on the telephone.
6. Stand, walk, and bend over, reach overhead, grasp, push, pull and move, lift and/or carry up to 25 pounds to waist height.

**WORK ENVIRONMENT:**

Employees in this position will be required to work indoors in a standard office environment and come in direct contact with SJCOE staff, district office staff, and the public. Employees will also attend events, and visit school sites, community partner agencies, and SJCOE programs, which are offered in various indoor, outdoor, and classroom settings. May occasionally be required to work outside of normal workdays (weekends) and office hours (evenings) to attend activities and events, meet operational deadlines, and assist in emergency situations.