

JOB DESCRIPTION

Job Title: Communications Specialist (9865)

Job Summary:

Under the direction of the Communications Director and/or designee, the Communications Specialist is responsible for planning, developing, and implementing internal and external communications, public relations, and digital content strategies for the Tulare County Office of Education (TCOE). This position produces and manages content for print and electronic publications, social media platforms, and TCOE websites (both public sites and the intranet), while ensuring strict adherence to organizational branding standards. The Specialist collaborates closely with departments and program staff to analyze, determine, and support their ongoing communication and digital media needs.

Essential Duties:

- Plan, write, design, and edit visually compelling and informative communication materials, including flyers, brochures, newsletters, reports, and special department publications.
- Design, update, implement, and maintain TCOE public websites and the intranet to ensure consistency, accuracy, user accessibility, compliance with presentation standards, and adherence to federal accessibility standards.
- Collect, write, and prepare news releases and feature stories for dissemination to the news media and placement across TCOE digital networks.
- Act as a photographer and videographer for the Communications Department, capturing high-quality photo and video content at school sites, district activities, and community events for public relations use.
- Advise and assist departments in developing public-facing assets consistent with TCOE's overarching communication strategies, marketing plans, and graphic standards.
- Provide multimedia standards guidance and train contributors on content management systems, web technologies, and presentation tools to maintain a unified organizational image.
- Assist with the planning, preparation, coverage, and reporting of special events, committees, and assigned meetings.
- Partner with program staff to interpret technical data or program highlights into clear, succinct public narratives.
- Travel to various locations throughout Tulare County for work-related duties.
- Attend and participate in a variety of assigned meetings, committees, conferences, in-services, and/or special events.
- Perform other related duties, as assigned.

Skills, Knowledge and/or Abilities:

Skills to:

- write, edit, and design professional printed or electronic communication materials;
- relate to persons of all ages and backgrounds;
- establish and maintain cooperative working relationships with internal and external stakeholders;
- effectively communicate, speak, and present information in front of a group;
- work effectively in a wide variety of situations involving the public and staff;
- foster a collaborative team spirit with fellow staff;
- analyze projects to determine requirements and estimate timelines;
- track multiple projects, establish priorities, meet deadlines, and organize workload independently;
- communicate effectively over the phone, in meetings, via video conferences, or electronically;
- introduce and train others on multimedia platforms;
- maintain records and keep documentation up-to-date;
- keep management apprised of issues and recommend solutions for those issues;
- operate a variety of office, media, and digital software equipment.

Knowledge of:

- principles, tools, and best practices of developing and maintaining effective public and school relations;
- web design software, content management systems (CMS), and digital content deployment;
- social media platforms and digital content strategies;
- branding and public relations concepts;

- proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects or similar);
- strong organizational, communication, and project management skills;
- general administrative and clerical procedures, document retention, and recordkeeping systems;
- correct English word usage, spelling, grammar, and punctuation;
- modern office methods, practices, and procedures;
- federal accessibility guidelines as they pertain to digital media;
- TCOE mission, vision, value statements, standards, policies and procedures, operating instructions, confidentiality standards, and the code of ethical behavior.

Ability to:

- write creatively and present a highly positive, professional image of TCOE to the public;
- manage multiple priorities and handle multiple tasks in a fast-paced environment;
- collaborate effectively with a wide range of staff, school district personnel, and stakeholders;
- accept creative feedback and apply revisions;
- ensure accuracy, attention to detail, and consistency in all work;
- adapt to evolving technologies and communication trends;
- understand and carry out oral and written instructions;
- maintain confidentiality of sensitive information and organizational records;
- meet schedules and deadlines;
- read, interpret, and apply rules, regulations, and departmental policies;
- develop specific goals to prioritize, plan, organize, and accomplish assigned tasks;
- provide clear and accurate information to a variety of audiences by telephone, email, and in-person.
- work flexible hours including frequent evenings and/or weekends;
- travel throughout the county using own vehicle;
- regularly attend trainings for professional development.

Responsibilities include: This role requires frequent collaboration, clear communication, creativity, and strong organizational skills in a fast-paced environment. The working conditions for this position include approximately 75% sitting and 25% standing and walking, with frequent use of computers, cameras, and audiovisual equipment. The position requires occasional lifting, carrying, pushing, and pulling of equipment and materials weighing up to 25 pounds, as well as occasional bending, reaching, kneeling, crouching, and climbing stairs. Work is performed primarily indoors in a climate-controlled office environment, with regular travel throughout Tulare County and occasional work outdoors or at school sites and community events.

Education Required:

- Bachelor's degree in Communications, Web Development, Journalism, Graphic Arts, Public Relations, or a closely related field is required.

Experience Required:

- Two (2) years of professional experience in public relations, website design/management, social media, creative writing, or communications.
- Experience supporting organizational communications, branding, or marketing efforts is highly desirable.
- Experience in an educational setting or public sector communications is preferred.

Other Requirements:

- Valid California driver's license and proof of automobile insurance.
- Department of Justice and FBI Fingerprint clearance upon hire.
- Must be able to use own vehicle to travel throughout the County, as needed.

FLSA Status: Exempt

July 2026

This organization is an Equal Opportunity Employer and does not discriminate on the basis of race, color, national origin, creed, age, gender or disability. Inquiries regarding compliance procedures may be directed to our personnel office. This organization complies with the Americans with Disabilities Act. Persons with a disability who may need some accommodation in the hiring process should contact our personnel office. This organization is a Drug and Tobacco - Free Workplace. This organization requires a successful candidate to provide it with employment eligibility and verification of a legal right to work in the United States in compliance with the Immigration Reform and Control Act.