

**Job Summary:**

Under direction of the County Superintendent of Schools and in cooperation with other administrators, plans, develops, and implements a program of internal and external communications and public relations; performs related duties as required.

Distinguishing Characteristics:

Possesses ability to write creatively, and present a positive image of the Tulare County Office of Education to the public; willingness to accept responsibility and work extra hours when required; has the ability to organize work load and meet deadlines; can tactfully offer suggestions of improvements to management and supervisory personnel; shows flexibility in the assigned tasks; possesses strong speaking abilities; and, is creative in art design.

**Essential Functions:**

- Establishes and maintains cooperative and effective working relationships with employees, news media, school districts and community groups.
- Works closely with staff to maintain and improve internal communications.
- Works closely with departments and staff to update and maintain the Office of Education's website.
- Collect, prepares, edits and releases news and feature stories to news media.
- Identifies possible feature and news stories and assists staff and administrators in the preparation.
- Produces and edits publications such as the internal newsletter, external newsletter and annual report.
- Assists in preparation for special events.
- Works to improve over-all school relations by assisting individuals and groups seeking information about the schools.
- Attend meetings and reports on meeting activity as assigned.
- Writes, designs, lays out and edits fliers, brochures and other special Department publications.
- Attends meetings of the Board of Education and other meetings as requested to assess their new value and assist media representatives in attendance.
- Maintains and updates the photo and newspaper activities.
- Regularly visits school campuses and other county and district facilities to get first-hand knowledge of what is going on and to talk with teachers, administrators, and other staff members to discover communications needs and newsworthy items.
- Participates in the Superintendent's Communications Committee.
- Formulates, evaluates, and updates systematic short- and long-range plans of public information and develops and performs specialized public information and public relations duties such as the production of slide and video presentations and establishment of a speaker's bureau.
- Prepares a year-end report for the Superintendent.
- Develops a Public Information budget.
- Develops teacher recruitment materials, employee handbooks and employee orientation materials in conjunction with the personnel department.
- Develops audiovisual materials for staff member to use in presentations to districts and the community.
- Narrates sound tracks for audiovisual presentation.
- Performs a variety of graphic art and lettering.
- Prepares bulletin boards and displays.
- Acts as photographer for the Department.
- Performs other duties as assigned by the Superintendent.

**Knowledge and/or Abilities Required:**

**Knowledge of:**

- An understanding of the role of County Superintendent of Schools in Education and in the community.
- Understanding of the philosophies of public education.
- Public information channels and methods of distributing news.

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- Effective communication techniques in relation to newspaper and electronic media.
- Printing technology.
- Audiovisual equipment.
- Graphic layout and design including expertise with software programs i.e. Adobe Illustrator, Photoshop and Pagemaker.
- Public Relations principles.

**Ability to:**

- Write, edit and design materials.
- Relate to persons of all ages and backgrounds.
- Establish and maintain cooperative working relationships with others.
- Effectively speak in front of a group.
- Identify public relations problems and possible solutions.
- Discriminate between routine and newsworthy events.
- Work effectively in a wide variety of situations involving the public and staff.
- Work overtime with additional compensation.
- Travel within the State of California.
- Use own transportation.
- Run errands.
- Perform routine repetitive tasks to completion,
- Attend meeting, classes, conference and in-service training.
- Work at any employer work location.
- Able to lift up to 40 pounds.
- Able to stand for entire work shift.
- Able to sit at desk entire work shift.
- Perform physical labor for entire work shift.
- Perform repetitive work.

**Education:**

Equivalent to AA degree with additional courses in graphic arts, creative writing, and communication is desired. (Additional experience may be substituted for one year of the college requirement on a year-to-year basis.)

**Experience Required:**

Minimum of one year of responsible and successful experience in preparation of news releases, publications, graphic arts, and general public information/public relations materials.

**Certificates, Licenses, Clearances, testing and/or Bonding Required:**

- Valid California driver's license and proof of automobile insurance.
- Department of Justice and FBI fingerprint response.

**FLSA Status:** Exempt

**May 17, 2002**

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 employment eligibility and verification of a legal right to work in the United States in compliance with the Immigration Reform and Control Act.