



COMMUNICATIONS SPECIALIST

Reports to: Director, Communications
Division: Communications

Our ideal candidate

You are an effective communicator, with advanced writing and verbal communications skills, and a willingness to learn new communications tools and strategies. You are highly organized and detail-oriented with demonstrated ability to work independently and exercise appropriate judgment. You are committed to providing the best service available to the Santa Barbara County Education Office, school districts, students, and the community.

General description

Under general supervision, this position coordinates and implements internal and external communication strategies for SBCEO and SBCEO provides support to the Director on administrative matters requiring knowledge of department policies and procedures, SBCEO rules and regulations, federal guidelines, and related codes and laws.

Specific duties and responsibilities

- Execute social media strategies, create and maintain web content, market events, update databases and media lists, track projects and media exposure, and select or create digital media.
- Draft, edit, proof, and distribute digital and print communications copy (e.g. press releases, radio commentaries, publications, social media posts, flyers, Superintendent’s columns) to represent SBCEO in the community.
- Research and summarize a variety of topics in order to make recommendations for management about media strategies, suggest topics for editorials, prepare for media interviews, and accomplish other communications goals.
- Gather, synthesize, and report data, including website and social media analytics, to evaluate the effectiveness of various communication strategies and recommend adjustments as needed.
- Coordinate and produce special events, including planning, logistics, marketing, and communications.
- Edit employee newsletter, including content creation and layout.
- Attend, photograph, and report on events and activities, as assigned.
- Advise and support departments to ensure that SBCEO’s communications standards, policies, and procedures are followed.
- Independently or with the Director, represent SBCEO at events; provide staff support at meetings and events by taking notes, registering guests, and other activities.
- Represent SBCEO to the media as authorized by the Director of Communications or the Superintendent.
- Serve as backup webmaster.



COMMUNICATIONS SPECIALIST

- Provide emergency communications support during natural disasters and other urgent situations affecting SBCEO or the community.
- Coordinate update of annual directory including data collection, publication distribution, and billing; provide updated information to key staff throughout the year; maintain lists of principals, superintendents, and school board members for website and directory purposes.
- Provide administrative support to Communications Department including creating requisitions, purchases, and budget reports and monitoring expenditures using SBCEO's enterprise financial system.
- Perform related duties as assigned.

Requirements

Education: Possession of an associate's degree in communications, journalism, public relations, marketing, or related field is required. Possession of a bachelor's degree in a related field is preferred.

Experience: Three years of experience in communications, public relations, marketing, or social media management, preferably in the public, education, or nonprofit sectors.

Knowledge of:

- Correct usage, grammar, spelling, punctuation, and vocabulary
- Effective social media practices and strategies, including Facebook, Twitter, YouTube, and other platforms
- Software applications used in the department
- Public relations practices, procedures, and terminology

Skill in:

- Cultural competency with populations served by SBCEO

Ability to:

- Draft a variety of written materials independently and from general oral instructions
- Handle multiple tasks, work under pressure, and adapt to priorities and deadlines that are subject to frequent change
- Plan, organize, coordinate, and prioritize work
- Learn to use an enterprise financial system
- Learn principles of budget administration
- Complete work despite frequent interruptions
- Meet schedules and timelines
- Work independently with little direction
- Research topics and succinctly summarize findings



COMMUNICATIONS SPECIALIST

- Quickly learn and navigate new technologies
- Organize and edit rough draft copy
- Take photos using a variety of devices, including camera, phone, and tablet
- Use mobile devices to update digital content
- Interact positively with peers, supervisors, the public, and other agencies
- Demonstrate diplomacy, tact, patience, courtesy, and professionalism
- Operate a variety of office machines and software efficiently

Ability to speak, read, and write Spanish fluently is preferred. Experience using a website content management system (CMS) and skills in photography and videography are desirable.

Licenses and certificates

Valid California driver’s license; automobile insurance required by law; and the use of a dependable automobile.

Working conditions

This position is considered generally sedentary. Most work is performed while sitting at a desk and usually involves extensive use of computers, telephones, and other office equipment. Strenuous physical activity — such as lifting and carrying heavy objects, crawling, or stooping — is not generally associated with this position. This position is not typically exposed to significant safety hazards.

Work is performed in a typical modern office environment. Local travel to a variety of locations is required. Occasional attendance at evening and weekend meetings and events is also required.

Series

Media and Design

Salary range 77

<i>Approved by the Personnel Commission:</i>	June 30, 1994
<i>Revised:</i>	December 20, 2000
<i>Revised:</i>	June 28, 2018
<i>Revised:</i>	March 25, 2021
<i>Revised:</i>	September 23, 2021