

KERN COUNTY SUPERINTENDENT OF SCHOOLS
APPROVED JUNE 2021
RANGE: 50.0
CLASSIFIED
CODE: NONE

COMMUNICATIONS SPECIALIST

DEFINITION

Under direction of the Director of Communications, the Communications Specialist assists with internal and external communications, outreach and marketing initiatives for the Kern County Superintendent of Schools office, its programs, and school districts throughout Kern County.

EXAMPLES OF DUTIES

Assist with all aspects of internal and external communications for KCSOS and partner school districts, including, but not limited to writing and editing of news stories, news releases, scripts, speeches, and public service announcements;

website content management;

photography, video editing, and production;

promote the positive impact public education has on the greater community by interviewing educators, students and parents and reporting on KCSOS and school district events, programs, and activities;

develop content for KCSOS's monthly internal publication called "Staff News" and a weekly external publication called "KCSOS Connect;"

coordinate and monitor KCSOS's social media presence;

assist school district partners with COVID-19 related communication strategies;

perform related duties as assigned.

QUALIFICATIONS

Knowledge of:

Working with the local media and community partners;

strong oral and written communication skills that translate into accurate, succinct communications for web, internal and external publications, and special projects;

social media, including but not limited to Facebook, Twitter, and Instagram;

photo editing/layout software and Adobe Creative Cloud programs, a plus;

web-based content management systems, a plus;

Spanish fluency, a plus.

Ability to:

Write, proofread, and edit clear, concise, accurate, and effective content for internal and external communications and publications by adapting tone, voice, and technique as appropriate for various audiences and vehicles;

work under short deadlines;

plan and organize work;

work with diverse individuals and groups;

operate a digital camera and video equipment;

provide excellent customer service to internal and external clients;

plan, design, layout, and format photographs, videos, artwork, and graphics for various publications;

assist in the development and implementation of marketing and public relations strategies.

Experience:

Minimum of three (3) years' experience writing and/or reporting for a news organization and/or related public information organizations.

Education:

Bachelor's degree from an accredited college or university in Journalism, Communications, Public Relations, or a related field.

Conditions of employment:

Some positions may require proof of privately owned automobile insurance and possession of a valid California Motor Vehicle operator's license which must be maintained for the duration of the assignment.

Fingerprint clearance by both the Federal Bureau of Investigation and the California Department of Justice is a condition of appointment after all other required job conditions have been met.

Must present verification of completion of Child Abuse Mandated Reporter training or obtain verification within six (6) weeks of hire and annually thereafter, as required by the California Child Abuse and Neglect Reporting Act.

This position has a probationary period of six months or 130 days, whichever is longer.

CP: rn

5/17/2021

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