

**KERN COUNTY SUPERINTENDENT OF SCHOOLS
APPROVED APRIL 2025
SALARY SCHEDULE: #21
CLASSIFIED ADMINISTRATIVE – OVERTIME EXEMPT
CODE: 2, 6, 8**

SENIOR DIRECTOR – COMMUNICATIONS

DEFINITION

Under general direction, assist with preproduction, production, web and television services and assist in marketing of various office programs/initiatives. Manage the development and implementation of the Kern County Superintendent of Schools' social media, branding and public information activities.

EXAMPLES OF DUTIES

Write, edit and disseminate public information pertaining to county office and public education events and activities to print, electronic, web and specialty media;

provide crisis management public relations and marketing assistance to school district superintendents and key personnel within the office;

develop, implement and manage a social media plan that enhances the office's use of this technology;

supervise and evaluate assigned staff;

develop public service announcements, documentaries, educational programs and live broadcast productions with KETN staff;

provide "on air"/voice related media projects;

assist in the development of community initiatives and community partnerships;

provide expertise on a variety of marketing projects;

initiate and implement a variety of special Communications projects;

perform other related duties as assigned.

QUALIFICATIONS

Knowledge of:

Demonstrated knowledge of working with local, state and national news media and community partners;

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

demonstrated knowledge of social media, including but not limited to Facebook and Twitter;

experience in journalism, reporting and/or broadcast media;

serve as Assistant Public Information Officer when needed.

Ability to:

Work under short time frames and be responsive to urgent requests and issues;

work under pressure and in crisis situations;

work with a minimum of supervision;

plan and organize work;

demonstrated ability to work with diverse individuals and groups;
create and edit videos for the web;

regularly update web content;

develop and implement marketing plans for a variety of programs;

organize, design and edit public information and promotional materials;

operate a digital camera, video recorder and other related equipment;

provide excellent customer services to internal and external clients.

Experience:

Minimum of three (3) years of experience writing and/or reporting for newspapers, magazines, radio, television and/or related public information organizations;

at least five (5) years of experience in marketing, including experience with web content, video production and development of print/marketing materials;

supervisory and management experience desired.

Education:

Bachelor's degree from an accredited college or university in Marketing, Communications, Public Administration 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 is overtime exempt and has a probationary period of one year.

CP: rn

4/4/2025

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Formerly Director I – Communications 2024