

Public Communications Specialist

Overview:

Under the direction of the Advertising Board Support/Community Relations, assist with public and media relations of the Office of Education, prepare publications, presentations, exhibits and produce other social confidential matters; maintain the Office of Education's webpage.

Essential Functions:

- x Assist in the editorial production, coordination, and support for the internal and external communications provided by the San Mateo County Office of Education;
- x Assist in developing and implementing public awareness, outreach and promotional efforts; create media strategies to publicize SMCOE programs, services and accomplishments;
- x Gather educational news information by reviewing public communications, interviewing school and public officials, employees, and representatives of community agencies; plan, write and edit material for advertisements, articles, news releases, scripts, internal communications, promotional events and other public information related to organizational activities and achievements;
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Public Communications Specialist – Cont.

- x Review confidential documents including collective bargaining negotiations proposals and labor relations position papers in order to write communications for dissemination to the public via newspapers, websites and other media;
- x Provide prompt and accurate public information during emergency or disaster situations including receiving and assessing information, cooperating with news media and others, and informing SMCOE and district personnel;
- x Maintain positive working relationships with members of the print, radio, and television media; consult with the senior management team on strategies to inform the public about matters of particular interest;
- x Provide advice and guidance on dealing with the media and general public concerning sensitive public relations issues;
- x Provide public relations advice to school district administrators on strategies to communicate with the media on sensitive organizational issues and to get the word out on educational programs.
- x Assist in planning and organizing receptions and special events;
- x May attend community meetings on behalf of the Superintendent.

Knowledge/Skills/Abilities:

Knowledge of:

Public/Media Relations - Principles, techniques, practices of public relations, journalism, marketing and advertising; local and national educational issues and trends.

Media/Copywriting - Media production, communication, and dissemination techniques; publication design, editing and writing; Web page design and publishing; methods of researching, organizing, analyzing and synthesizing numerical and written information; various style guides including MLA, APA, and AP formatting.

Technology - Advanced use of software including Microsoft Suite and desktop publishing software applications.

Skill/Ability to:

Active Listening - Speaking - Listen to the needs of clients and collaborate in working with others internally and externally; clearly present information and influence others through oral presentation.

