

**KERN COUNTY SUPERINTENDENT OF SCHOOLS
APPROVED MAY 2005
RANGE: CM 17.5
TECHNICAL/SPECIALIST SERVICES SERIES
CLASSIFIED MANAGEMENT
CODE: 2,8**

COMMUNICATIONS MANAGER

DEFINITION

Under direction of division administrator, supervise pre-press activities, the Communications Department in absence of administrator, backup Web in absence of coordinator and assist in marketing of various office programs-initiatives.

EXAMPLES OF DUTIES

Supervise Pre-Press staff, write, edit and disseminate public information pertaining to county office events and activities to print, electronic, web and specialty media;

provide crisis management, public affairs counseling to school district superintendents and key personnel with the office;

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

initiate, perform and follow-through on special internal-external projects;

provide on-air or voice related media projects;

project marketing expertise on special office projects-initiatives.

QUALIFICATIONS

Knowledge of:

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

strong writing skills that translate into accurate, concise communications for web, broadcast, internal, external publications and special projects under short time frames;

journalistic writing style;

legal mandates, policies, regulations and guidelines pertaining to distribution of news and media information;

copyright, libel and slander laws;

pre-press publications and graphics.

Ability to:

Work with a minimum of supervision;

plan and organize work;

work under pressure and crisis situations;

demonstrated ability to work with diverse individuals and groups;

develop and implement marketing programs for a variety of programs;
skillfully organize, design, layout, and edit public information and promotional materials;
communicate effectively in oral and written form utilizing a journalistic and technical writing style;
take quality black and white and color photographs;
write accurate, concise materials in a short time span;
understand and carry out oral and written directions with minimal accountability controls;
establish and maintain cooperative working relationships.
develop marketing initiatives

Experience:

Minimum of three years of experience writing and reporting for newspapers, magazines, radio, television or related public information organizations.

At least five years video writing and script writing experience;

past experience supervising staff;

marketing experience extremely helpful;

supervisory experience.

Education:

Bachelor's degree from accredited college or university.

Some positions may require proof of privately owned automobile insurance and possess a valid California Motor Vehicle operator's license.

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.

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

ST:rw

5/10/05

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