JOB DESCRIPTION
October 2021

Placer County Office of Education
1400 W. Stanford Ranch Rd.
Rocklin, CA 95765

COMMUNICATIONS TECHNICIAN

General Purpose:
The Communications Technician is responsible to the County Superintendent and works under the direct supervision of the designated manager(s). The Communication Technician assists with day-to-day communication and social strategies for the Placer County Office of Education (PCOE), ensuring organizational values, objectives and goals are achieved.

Essential Functions and Responsibilities include the following. Other duties may be assigned as required:

- Under the direction of the Chief Communications Officer, is responsible for day-to-day communications efforts through written and multimedia content for PCOE social platforms, website, newsletters, internal platforms and other mediums as assigned.
- Ensures social media communications are consistent with established style, voice and branding protocols; develops content and responses for PCOE social media accounts.
- Conducts social media monitoring on educational hot topics throughout the region.
- Supports paid social media engagement strategies and assists in developing targeted media campaigns based on research and data.
- Assists in maintaining and updating website content.
- Provides graphic design support for internal departments as outlined in the Communications Guidebook.
- Edits materials designed for internal and external communications for credibility, understandability, readability, format, style, content, grammar and composition.
- Travels to various sites and functions to conduct interviews and photograph students, teachers, administrators, staff, and the public; attends, photographs, videotapes, and reports on County Office-related events and activities; produces and edits prints, graphics, images and multi-media productions.
- Supports effective responses to emergency/crisis situations by supporting the consistent flow of factual information to key audiences as directed.
- Responds to phone calls, emails, letters and other communications.
- Prepares necessary documents/training materials as needed.
- Supports appropriate pro-active media relations strategies and responds to media requests when directed.
- Performs other related duties as required.

Minimum Qualifications:

Employment Eligibility:

- Successful candidate must provide proof of employment eligibility and verification of legal right to work in the United States in compliance with the Immigration Reform and Control Act.

Education:

- Combination of education and training equivalent to two years of college with focus in communications and/or social media engagement principles and practices recommended.

Experience:

- The equivalent of one year of technical communications/media experience.

Knowledge, Skills and Abilities:

- Proper office methods and practices, including filing systems, business correspondence, telephone techniques.
- Proper English usage, grammar, spelling, vocabulary and punctuation.
- Communicate effectively and maintain professional relationships with a diverse base of individuals.
- Relevant State and Federal laws, regulations and procedures.
- Office management principles, methods and procedures.
- Effectively utilize computer and computer technology for information management and data gathering.
- Collaborate and support multiple stake holders including, but not limited to other PCOE Departments, Community Agencies, School Districts and other student and family groups.
- Operate standard office equipment including printer, copier and calculator.
- Display knowledge and understanding of media and advertising.
- Assist in planning, organizing and coordinating a variety of projects.
- Plan and establish priorities and simultaneously perform a variety of duties.
- Work efficiently under stringent deadlines.
- Prepare and present clear and concise reports.
- Work with Media Organizations as directed.

Required Testing:

- Applicants may be tested.

Certificates & Licenses:

- Must possess a valid California driver's license issued by the State Department of Motor Vehicles.

Clearances:

- Criminal Justice Fingerprint Clearance
- TB Clearance

Work Environment:

- Work is performed in an office or school environment, and involves contact with staff, representatives or other agencies, and the community.

Physical Requirements:

- The usual and customary methods of performing the job's functions requires the following physical demands: occasional lifting, carrying, pushing and/or pulling; some climbing and balancing, some stooping, kneeling, crouching; reaching, handling, fingering and/or feeling.
- Manual dexterity to operate a telephone and enter data into a computer.
- Facility to sit at a desk, conference table or in meetings of various configurations for extended periods of time with or without reasonable accommodation.
- Facility to see and read, with or without visual aids, laws and codes, rules, policies and other printed matter, and computer screens and printouts with or without reasonable accommodation.
- Facility to hear and understand speech at normal room levels and to hear and understand speech on the telephone with or without reasonable accommodation.
- Facility to speak in audible tones so that others may understand clearly in normal conversations, in training sessions, and other meetings with or without reasonable accommodation.
- When applicable, facility to determine and differentiate colors with or without reasonable accommodation.
- When applicable, facility to drive an automobile or to arrange a consistent method of transportation.

Note: This list of essential functions and physical requirements is not exhaustive and may be supplemented as necessary.

FLSA Status: Non-Exempt

Employee Group: Classified

Salary Grade: 27.0

Reviewed and Approved:

Supervisor: Michelle Eklund Date: 11/19/21

Human Resources: Colleen Slattery Date: 11/18/2021