

Santa Clara County Office of Education

CLASS TITLE: EXECUTIVE DIRECTOR – PUBLIC AFFAIRS

Basic Function:

Public Affairs Director, Santa Clara County Office of Education, Public Information Officer, Director and

implements strategic initiatives intended to support and enhance the work of the Santa Clara County Office of Education (SCCOE), schools, districts, and larger educational community; oversees the creative teams and ensures that work produced is innovative, high caliber, and supports educational settings and initiatives; develops, executes, supervises, and maintains comprehensive and wide-ranging internal and external communications; supervises staff to oversee

staff, coordinate, and manage public relations and perform all other related duties as

EXECUTIVE DIRECTOR – PUBLIC AFFAIRS continued

Oversee the Print Shop operations and ensure quality services are provided

Establish and maintain relationships with community agencies, service providers

Drafts consist of high-profile materials including op eds, news releases, program "briefs," video scripts

Operation of a computer and assigned software.

Professional and ethical practices of developing and maintaining effective public, community, and strategic media, and school relations.

Principles and practices of ethical public information/dissemination and marketing.

Preparation and dissemination of public information.

Establishment of public information performance evaluation and quality

Oversee staff of motivated associates to achieve strategic goals;
Maintain confidentiality;

Supervise and coordinate the work of public information officers;

Develop strategies to raise the regional, statewide, and national profile of SCCOE and its programs;

EDUCATION AND EXPERIENCE:

Any combination equivalent to: Master's degree and three (3) years of successful administrative and

[REDACTED] office level county office of education.