

**SANTA CLARA COUNTY OFFICE OF EDUCATION**

**CLASS TITLE: MANAGER – MEDIA AND MARKETING**

**BASIC FUNCTION:**

Under the direction of the Director III Creative Impact, the Manager Media and Marketing, plans, organizes, coordinates, and oversees communications to administrators,

Collaborates, supports and advises agency administrators and management regarding appropriate public relations methods, procedures and actions, including assistance with creating press releases for agency events, responding to requests from the media and related items.

Attends meetings of the Board of Education and other community meetings.

Coordinates various awards celebrations, recognitions at Board meetings and other events as assigned.

Collaborates with media channels to initiate partnerships and initiatives; builds long term relationships with media influencers.

Supports website development and maintenance training for staff; provides website assistance to agency staff.

Directs and leads communications projects; develops and promotes projects to support new initiatives and product launches.

Monitors media outlets, including social media and blogs, for coverage mentioning, involving and/or conveying information relevant to the agency.

Maintains files of media content about the agency and county school districts as well as state and federal education issues that will impact the agency and county districts.

Develops and manages program media budget and expenditures; analyzes and reviews budgetary and financial data; controls and authorizes expenditures in accordance with established limitations.

Supervises, directs and evaluates the performance of assigned staff; interviews and selects employees, and recommends transfer, reassignment, termination and disciplinary actions; trains employees in Office and department policies, procedures and activities.

Attends trainings, workshops and professional development as approved.

**OTHER DUTIES:**

Perform related duties as assigned.

**KNOWLEDGE AND ABILITIES:**

**KNOWLEDGE OF:**

Laws, rules and regulations related to public information and related communications activities.

Principles and practices of public relations, marketing and project management.

Methods and techniques of writing, editing, designing, and publishing.

Media relations and organizational communication strategies including print, broadcast, website, and social media.

Basic and advanced web based technologies.

Methods of project and process control, budgeting, and cost analysis and prediction.

Organization and management principles.



Principles and techniques of supervision, training, coaching, conflict resolution and motivation of employees.

Public speaking and instructional techniques.

Effective oral and written communication methods for all types of audiences.

Legal entitlements and restraints.

County Office operations, policies and objectives.

Correct English usage, grammar, spelling, punctuation and vocabulary.

Interpersonal skills using tact, patience and courtesy.

Operation of a computer and assigned software, including Google Suite, Zoom, and Microsoft Suite and other software applications used for publishing electronic and print media.



**LICENSES AND OTHER REQUIREMENTS:**

Valid California driver's license.

**WORKING CONDITIONS:**

