

February 7, 2025

Job Posting #8413.00

SAN BERNARDINO COUNTY SUPERINTENDENT OF SCHOOLS

601 North E Street • San Bernardino, CA 92415-0015 • Ted Alejandre, County Superintendent

SPECIALIST – COMMUNICATIONS

(Title subject to change, under Human Resources review)

SALARY: \$6,850.00 to \$8,348.00 Monthly (Range 88)
LENGTH OF SERVICE: 260 Days per Year/12 Months
APPLICATION DEADLINE: February 24, 2025 (4:00 P.M. PST)
LOCATION: Communications and IGR, San Bernardino

POSITION DESCRIPTION

Under the direction of the Director of Communications and Intergovernmental Relations, the Specialist – Communications, develops strategic communications and marketing materials to further engagement in and awareness of the San Bernardino County Superintendent of Schools (SBCSS) Brand. This position will collaborate with branches, departments, and brand ambassadors to assist with comprehensive communication of both internal and external audiences. The Specialist – Communications, will support the department by way of copywriting, publications, social media, special events and marketing.

ESSENTIAL JOB FUNCTIONS

- Develops, designs, writes, and outlines communication and marketing materials to be delivered through multiple communication strategies;
- Writes, designs, and develops ad copy, advertising, marketing and promotional materials, to further awareness of and engagement in the programs and services of SBCSS;
- Writes, proofs, and edits various forms of journalistic materials including newsletters, press releases, news articles, feature stories and copy for newsletters, speeches, social media, websites, e-marketing, forums, and other communication materials for internal/external audiences;
- Raises awareness of the SBCSS Brand through specialized and targeted communications to internal and external audiences, including public and internal websites, social media, newsletters, and other outlets;
- Collaborates with SBCSS branches, departments, and brand ambassadors to promote SBCSS programs and services and ensures brand standards and guidelines are met;
- Shapes representation of and application of the brand across the organization, including messaging, publications, advertising, marketing, special events, and internal communications;
- Designs, produces, and creates content for social media, multimedia presentations, and digital and print marketing material;
- Coordinates projects;
- Plans, organizes, and assists in the coordination of special events and activities;
- Photographs and produces videos and other digital content of educational programs and activities for online and print publications, and for branding, marketing, and messaging purposes;
- Conducts interviews with students, employees, and other associated individuals to feature in promotional materials;
- Assists with maintaining and adding content to the SBCSS website and other web-based platforms;
- Performs related duties as assigned.

JOB REQUIREMENTS

Experience working in journalism, communications, public relations, and/or marketing; writing, proofing, and editing various forms of journalistic and marketing materials; in correct English usage, spelling, grammar and punctuation used in Associated Press (AP) and journalistic style writing; working with a variety of graphic software applications; coordinating projects; utilizing effective client communication and customer service strategies; using web-based communication tools and social media (i.e., Facebook, Twitter, Instagram, YouTube, etc.); in the use of PC or Macintosh computer software to prepare a variety of multi-media presentations for use in print, video, online, and digital formats; operating still and digital cameras; posting to social media sites; writing various forms of news or promotional materials; using web authoring tools; producing digital video, graphics, and multi-media content for online delivery;

Knowledge of strategic communications, public relations, and marketing practices and techniques; methods used to create graphic images, multimedia presentations, website content, social media design, digital video production, publishing, and marketing; coordinating projects; standard office procedures; ADA compliance for web content, photography, and video production;

Ability to establish and maintain effective relationships; exercise sound judgment; work independently; communicate effectively in both oral and written form; coordinate projects; develop and meet project timelines and priorities; understand and utilize high-end, digital cameras, and digital video production equipment; work varied hours/days at multiple locations; travel to various locations; complete communication projects within tight deadlines;

Physical Abilities include sitting and standing for extended periods, lifting, reaching, handling, pushing, pulling, fine manual dexterity, talking/hearing, near and far visual acuity, depth perception, color vision.

MINIMUM QUALIFICATIONS

- Three (3) years experience working in communications, journalism, public relations, and/or marketing;
- Three (3) years experience researching, writing, proofing, and editing various forms of written materials including press releases, newsletters, speeches, and/or scripts;
- Three (3) years experience in photography and/or videography, using social media, and graphic design with knowledge of a variety of software applications (e.g., Final Cut Pro X, Adobe Creative Suite, Microsoft Office);
- Possession of a high school diploma (or its equivalency) or higher or possession of a GED.

DESIRED QUALIFICATIONS

- Bachelor's degree in public relations, communications, journalism or related field;
- Experience with journalistic writing specifically using AP style;
- Experience working with media outlets (e.g., print, TV, radio);
- Additional experience creating various forms of digital communication content using a variety of graphic design, photography, and video production software applications and equipment;
- Additional experience producing digital content for presentations, websites, and social media sites;
- Experience working in a school district or county office of education.

NECESSARY MATERIALS FOR APPLICATION

- Completed Ed-Join Online application (Incomplete application will not be considered. All fields must be filled in);
- Current Resume;
- One (1) current (*signed and dated within 3 years*) letter of reference;
- Applicants must meet minimum qualifications and provide all necessary materials online prior to the stated deadline in order to qualify as a candidate.

APPLICATION PROCESS: All applications must be submitted through Ed-Join. Go to the San Bernardino County Superintendent of Schools website at sbcss.net; click on Human Resources; scroll down then click on "Click Here" to access the EDJOIN website and attach your online profile *to this job posting #*. If you are disabled and need reasonable accommodations to complete the application process, please contact Human Resources at 760 East Brier Drive, San Bernardino, CA 92408 • (909) 386-9561. This facility is handicapped accessible.

The Superintendent is committed to providing equal opportunity for all individuals in Superintendent programs and activities. Superintendent programs, activities, and practices shall be free from unlawful discrimination, including discrimination against an individual or group based on race; color; ancestry; nationality; national origin; immigration status; ethnic group identification; ethnicity; age; religion; pregnancy, childbirth, termination of pregnancy, or lactation, including related medical conditions and recovery; parental, family, or marital status; reproductive health decision making; physical or mental disability; medical condition; sex; sex stereotypes; sex characteristics; sexual orientation; gender; gender identity; gender expression; veteran or military status; or genetic information; a perception of one or more of such characteristics; or association with a person or group with one or more of these actual or perceived characteristics. Title IX Coordinator: Joe Sanchez, Director Risk Management, call (909) 386-9673 or email: Joe.Sanchez@sbcss.net

State law requires all of our employees to be fingerprinted for the purpose of a confidential background investigation and prohibits the commencement of employment until the background investigation has been completed. Proof of freedom from active tuberculosis based upon an intra-dermal test must be furnished at time of employment. Public Law 99-603 (Immigration, Naturalization & Control Act of 1986) requires that all employees hired after November 6, 1986, provide proof of work eligibility. If hired, please be prepared to present appropriate documentation verifying identity and ability to work legally in the U.S.