

AGENCY OUTREACH COORDINATOR-CONFIDENTIAL

Definition:

Performs a variety of highly specialized and confidential administrative duties that support public information and communications for the office of the County Superintendent of Schools. Provides interagency support between the county, districts, office of elections, and state agencies in the educational mission of the County Superintendent. Composes, designs, edits, proofreads, and distributes print and electronic materials produced for internal and public consumption.

Distinguishing Characteristics:

The Agency Outreach Coordinator reports to the Communications Specialist and the County Superintendent. This position requires the ability to maintain confidential and extremely sensitive information; in-depth proficiency in Word processing, Excel, and current graphics programs; the ability to coordinate multiple projects requiring information from other sources; the ability to proofread, design, and edit professional correspondence, publications, and website content; the ability to comprehend related education, board, and County Superintendent policy and government code requirements in support of districts, agencies, and the county office; and the ability to use a digital camera to take quality photographs. The next level in the career path would be to a communications position.

Supervision Exercised and Received:

Serves under minimal supervision, with general direction and standing routines and schedules. May exercise partial leadership over other clerical staff.

Examples of Duties and Responsibilities:

Duties and responsibilities may include, but are not limited to, the following:

- Serves as a point of contact for interagency questions between SCOE, local school districts, county, and state agencies. Responds to inquiries, compiles informational materials, and conducts research of issues and topics.
- Creates and produces written materials used for internal and external purposes, including website content. Composes, designs, proofreads, and edits office and agency publications. Maintains databases of information, addresses, and contacts to support distribution of written and electronic communications.
- Leads efforts to communicate about SCOE initiatives through social media channels and e-newsletters.
- Promotes SCOE programs, services, and recognition activities through creation and maintenance of visual displays.
- Maintains all school district trustee contact information, election information, and trustee resignation/appointment information; maintains school district trustee archival data; gathers all school district emergency contact information and maintains this database for use and coordination with SCOE, school district, county, and state emergency personnel.
- Plans and coordinates events and recognitions pertaining to school districts and other agencies.
- Coordinates publication of the countywide Online Directory of Sonoma County Schools and In-House Dialing List in easy-to-read formats. Works with Information Technology, Human Resources, and district personnel to ensure correct and current contact information is reflected in the Online Directory.
- Provides photographs on as-needed basis for department/SCOE-related publications, website, and social media channels. Works with administrators, teachers, etc., to secure photo release forms for publicly used photographs in accordance with SCOE photo release policy.
- Coordinates student expulsions and student interdistrict transfer appeals, which are reviewed and adjudicated by the County Board of Education. Serves as primary contact between the school district, superintendent, County Board, legal staff, parents, and other administrators as needed. Handles conference room coordination, appeal packets, legal counsel and court reporter scheduling, dissemination, filing, follow-up communication, and archiving of associated documents post decision.
- Performs technical and complex administrative duties involving the use of independent judgment, proper handling of confidential information, and an understanding of departmental functions and procedures.
- Prepares and inputs accounting forms such as purchase orders, warehouse requests, budget, and staffing requests.

- Receives walk-in guests and telephone inquiries from a variety of individuals. Initiates and receives telephone calls, provides information and resolves matters as appropriate, or routes calls as necessary. Serves as backup to the front desk receptionist as needed.
- Coordinates and schedules meetings as directed. Prepares schedules and informs participants, confirming dates and times.
- Attends informational meetings to represent the public information unit on specific topics. May record, transcribe, and distribute minutes of proceedings as directed.
- Maintains research records, assists in the preparation of mandated reports by gathering and summarizing information from a variety of sources between the various state and county reporting agencies.
- Performs outreach support for special projects, events, and activities involving multiple departments and/or locations as needed.
- Inputs information into databases as required. Updates information and maintains data files. Accesses databases to extract information and reports supporting research and special requests.
- Acts as primary liaison between the County Superintendent's Office and county and community agencies and school districts.
- Performs other duties as required to accomplish the objectives of the position.

Employment Standards:

Knowledge of:

- In-depth knowledge of office practices, procedures and equipment, including filing systems, receptionist and telephone techniques, letter and report writing, and survey software
- Working knowledge of personal computer-based software programs that support this level of work, including but not limited to word processing, spreadsheet, databases, presentation graphics, and data entry.
- Thorough knowledge of proper English usage, grammar, spelling, punctuation, and proofreading/editing skills sufficient to write and review highly visible written communications.
- Sufficient math skills to compute sums, products, ratios, decimals, percents, and statistics.
- Sufficient knowledge of and skill in using and troubleshooting various standard office machines, including personal computers with word processing, and spreadsheet applications.
- Sufficient keyboarding skill to perform data entry onto pre-formatted screens and to compose correspondence at a rate of 50 w.p.m.
- Sufficient human relations skill to communicate technical concepts and sensitive issues to others and convey a positive, service-oriented image of the department and of education in the county.
- Maintain safe, neat, and orderly work practices.

Ability to:

- Perform all of the relevant duties of the position with only minimal supervision.
- Coordinate and perform administrative work with speed and accuracy.
- Interpret, explain, and apply knowledge of SCOE and department organization, operations, programs, functions and special department terminology.
- Compile and maintain complex and confidential records and prepare routine reports.
- Maintain confidential and sensitive written and oral information.
- Analyze situations accurately and adopt an effective course of action.
- Communicate with a wide range of contacts within and outside the SCOE with tact, diplomacy, and courtesy, and in a manner that reflects positively on the department and SCOE.
- Operate a personal computer, printers, and software that includes, but are not limited to, word processing, complex spreadsheets, database programs, and intermediate graphic design.
- Analyze technical and complex problems and to develop and apply appropriate solutions.
- Read, understand, interpret, and apply information from contracts, and state, federal, and local laws and regulations.
- Write confidential correspondence in a professional manner.
- Prioritize work in order to meet multiple deadlines, maintain schedules, and coordinate workload and schedule with administration.
- Must be able to work effectively as part of a team devoted to customer service and positive client and agency relationships

Computer Skills:

- Internet usage including the ability to do complex research
- Advanced Word Processing skills, such as the ability to format sections, multiple headers/footers; set tabs with leaders and indents; format text into columns and create and format tables and forms; insert watermarks, AutoShapes, and word art; create templates, and use merge functions.
- Advanced Database skills, such as the ability to sort and retrieve records; create layouts and reports; create and print mailing labels; perform mail merge for form letters; add, edit, delete fields and records; and work with relational databases to create reports and lists
- Highly advanced spread sheet skills, including the ability to insert formulas and mathematical calculations and work with functions; create workbooks and use multiple worksheets; format and print worksheets; sort lists; and create graphs and charts

Education and Experience:

Any combination of education and experience that would likely provide the knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Education:

- Completion of high school and an Associate or Bachelor's degree in journalism, marketing communications or related discipline is preferred.

Experience:

- Three years of increasingly responsible administrative or journalism work or support to a public/media relations function.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

- The position requires ordinary ambulatory ability to retrieve work materials, intermittent walking, standing, stooping, and carrying and lifting of light weight materials (under 20 pounds).
- Requires visual acuity sufficient to recognize people, words, and numbers.
- Requires hand-eye-arm and finger dexterity to use a personal computer keyboard, ten-key, and other common office equipment.
- Requires speaking and hearing ability sufficient to hear over phone and carry on routine conversations.

Work Environment:

The following conditions may be present:

- Work is performed in an office environment with minimal exposure to health and safety considerations.

Other Requirements:

- Must be fingerprinted and a satisfactory Department of Justice records check must be received by SCOE, prior to employment.
- TB testing will be required upon employment.
- Must pass a pre-employment physical (if applicable).
- Must have normal vision, corrected or uncorrected.
- May be required to obtain first aid and CPR certificates within the first 6-12 months of employment.
- May be required to drive with or without students; some positions may require a current California driver license, proof of insurance, and possible participation in the DMV Pull Notice Program once employed.