

FIRST 5 KERN
KERN COUNTY CHILDREN AND FAMILIES COMMISSION

Job Description

Position Title: Communications and Media Specialist

Appointing Authority: Executive Director

Employment Classification: Exempt

Fundamental Objective: Under direction, the Communications and Media Specialist provides professional-level support to the Executive Director and to the Commission in its mission to promote, support and improve the early development of children from the prenatal stage to five years of age.

Major Duties and Responsibilities:

Develops and coordinates communications activities, including a quarterly newsletter to highlight programs, funding opportunities, child development issues and best practices; public information and promotional materials such as flyers, brochures, etc.; informational mass emails to contractors; annual report to the community; and electronic newsletter and other information of interest to parents, contractors and business and community leaders.

Develops, manages and updates content on the Commission website, ensuring the site is easily navigated and offers current information, including parent information, a calendar of upcoming events, Commission agendas and minutes, and online contractor information.

Monitors and maintains social media sites daily, such as Facebook, Twitter, Instagram, etc. Ensure timely posts and responses relating to early childhood development. Research information, articles and posts of other First 5 commissions and early childhood development sites.

Develops and implements plans to analyze, evaluate and enhance the public's understanding of the Commission's purpose, goals and objectives. Recommends methods of engaging the community in the Commission's mission.

Serves as a liaison to the news media; coordinate media interviews with appropriate staff, Commissioners and contractors; prepare and distribute news releases and public service announcements.

Coordinates participation in outreach activities such as health fairs, child development conferences and other community events that involve families and/or child development providers.

Oversees the development and implementation of program-specific special projects.

Oversees Community Support Funding Program; receives, evaluates and makes recommendations to the Executive Director for funding or declines for sponsorships and other community support.

Organizes and conducts ongoing public relations and media relations activities to maintain visibility, understanding and positive reactions for Commission efforts.

Provides technical assistance to contractors and others whose work addresses the goals and objectives in the Strategic Plan; facilitates collaboration of efforts by contractors and stakeholders; develops materials and coordinates training of community partners in Commission programs.

Assists in the development, implementation and evaluation of the Commission's strategic plan for early childhood development; assists in the development and procurement of programs and services; and evaluates and reports on program and service proposals.

Serves as staff support to the Commission and attends Commission and committee meetings as required; represents the Commission and the Executive Director at meetings and conferences as directed.

Assists in maintaining cooperative relationships with community organizations, educational institutions, healthcare providers, childcare providers, social service agencies and others; prepares and makes presentations to the public and associated agencies to communicate program objectives and activities.

Participates at state-level meetings such as those held by the California Children and Families Commission (First 5 California) and the California Children and Families Association (First 5 Association of California), participates in regional and statewide conferences and teleconference calls held for the benefit of the county commissions, reviews notices and publications from the state commission, and shares information and resources with other county commissions.

Participates in outreach events such as health fairs to offer information and other materials relating to early childhood development.

Performs other duties as assigned.

Minimum Qualifications:

Bachelors degree from an accredited institution with a major in Communications, Public Relations, Social Work, Early Childhood Development, Health Sciences, Public Administration, Business Administration, or a closely related field.

Experience as a Communications Officer, Program Officer or other similar position with a

local Proposition 10 commission may substitute for the college requirement on a year-for-year basis, up to two years.

Three years of relevant professional experience working in a public agency or nonprofit corporation, preferably involving the provision of services to children and families.

Must have a valid California driver's license, acceptable DMV printout and adequate car insurance coverage.

Special Requirements: Ability to work a flexible work schedule depending on assignments and to travel within and outside the County to attend meetings and conferences.

Knowledge Of:

California Children and Families Act of 1998 (Proposition 10) and local implementing legislation.

Effective public relations practices; effective communication and public presentation methods and technology; principles and practice of public administration; and state, county and community political and policy-making processes.

Effective research and analytical practices; technical and business writing; grammatical editing and proofreading; and preparation and administration of budgets, grants and contracts.

Website technology including WordPress platform, HTML and search engine optimization.

Ability To:

Gather and analyze data; prepare clear, concise and effective reports and recommendations; analyze complex problems, consider alternatives, project consequences and adopt appropriate solutions.

Communicate effectively with individuals and groups. Work effectively and collaboratively with a broad range of agencies, communities and individuals, including officials from service providers and other agencies, volunteers, news media, legislators and the general public.

Understand, interpret and apply pertinent provisions of laws and rules.

Exhibit initiative, integrity and sound judgment; coordinate multiple activities; work with minimum supervision; maintain confidentiality; organize work, set priorities, meet critical deadlines and follow-up on assignments; understand and follow oral and written instructions.

Use a personal computer and up-to-date software programs including Microsoft Office, Adobe InDesign Creative Cloud and Photoshop.

Create layouts for brochures, flyers, digital and print publications and reports,

Follow safe work practices as directed and trained.

Health Requirements: Completion of physical and substance abuse screening may be required by the Commission upon employment.

Salary Range: *Refer to Salary Step Schedule*

To Apply: Please submit your resume to: Executive Director
First 5 Kern
2724 L Street
Bakersfield, CA 93301

Approved: 04/05/17