KERN COUNTY CHILDREN AND FAMILIES COMMISSION

Job Description

| Position Title: Communications Manager | FSLA Status: Full Time, Exempt |
| Reports To: Executive Director | Salary: See Salary Schedule |

*Starting salaries typically fall in the lower half of the salary range; however, they are ultimately determined by the scope of the position, the candidate’s relevant experience, and internal equity.

Background:

At First 5 Kern, our vision is that one day all Kern County Children will be born into and thrive in supportive, safe, loving homes and neighborhoods and will enter school healthy and ready to learn. We have built a strong reputation as an expert and advocate for children, prenatal to 5 years old, and their families. Working in partnership with the programs that receive First 5 Kern funds and local community partners, the lives of thousands of Kern County Children and families have been positively impacted.

Established through a tax on tobacco products, First 5 Kern is part of a statewide voter initiative established under the California Children and Families Act of 1998 (Proposition 10). Our mission is to strengthen and support the children of Kern County 0 to 5-years-old and their families. We accomplish this by empowering providers through the integration of Services with an emphasis on Health and Wellness, Parent Education and Support Services, and Early Child Care and Education.

Benefits:

We offer a comprehensive benefits package that includes but is not limited to Medical, Dental, & Vision Coverage, Employer Paid & Voluntary Life & AD&D Insurance, Long-Term Disability Insurance, Retirement Plans, and more. We also offer generous paid time off and 12 paid holidays per year.

Position Description:

This position will primarily ensure effective engagement and implementation of government, advocacy, communications, and community relations strategies to support and enhance the Commission’s vision, mission, and strategic plan priorities. The Communications Manager manages and executes effective public education and community relations campaigns targeting different audiences (parents/caregivers, local leaders, etc.) to enhance and support the Commission’s vision, mission, and investment priorities.
Essential Duties and Responsibilities:

Media and Communications:

- Develops and coordinates communications activities to highlight programs, funding opportunities, child development issues and best practices that will enhance the Commission's image in the community.

- Public information and promotional materials such as an annual report to the community, electronic newsletters, brochures, flyers, digital and print publications and other information of interest to parents, contractors and business and community leaders.

- Develops, manages, and updates all affiliated online content, including the First 5 Kern website and social media sites.

- Research and analyze materials for information to develop written documentation, reports, graphs, and press releases.

- Partnering with evaluation and program staff to use evaluation and data to tell the story of First 5’s work, and the impact of public investments in early childhood.

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

- Develops reports for the agency leadership, the Commission, legislative, governing, and advisory bodies, the public, and for publication and presentation at professional conferences.

- Organizes and conducts ongoing public relations and media relations activities to maintain visibility, understanding and positive reactions for Commission efforts. Serves as a point of contact for all media; coordinates media interviews with appropriate staff, Commissioners and contractors; prepares and distributes news releases and public service announcements.

- Serves as staff support to the Commission and attends Commission and committee meetings as required.

- Participates at state-level meetings; participates in regional and statewide conferences and teleconference calls held for the benefit of First 5 Kern.

Community/Government Relations:

- Advise and provide technical assistance to staff regarding policy, advocacy and communications matters, to ensure any position articulated or actions being considered are in alignment with the Commission’s vision and mission.

- Monitor relevant legislative bills, analyze the potential impact on Kern County's families with young children; develop and propose policy positions to support the Commission’s initiatives.
• Assists in maintaining cooperative relationships with community organizations; prepares and makes presentations to the public and associated agencies to communicate program objectives and activities.

• Oversees Community Support Funding Program for sponsorships and other community support.

**Special Projects:**

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

• Collaborate with staff to support current and upcoming grant opportunities. Help create Request for Proposals, Request for Qualifications, or other procurement tools.

**Desired Minimum Qualifications:**

• A bachelor’s degree in communications, business administration, public administration, or a closely related field. Experience as a Communications Manager, Program Manager or other similar position with a local Children and Families Commission may substitute for the college requirement on a year-for-year basis.

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

**Knowledge, Skills & Abilities:**

• Supports change management, effective agency structures, communication, and culture.

• Ability to learn early childhood development theories and practices, including research-based, best, and emerging practices.

• 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.

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

• Knowledge of administrative and office procedures and systems such as Microsoft Office Suite (Word, Excel, PowerPoint, Outlook), Adobe Creative Cloud, such as InDesign and Photoshop, managing files and records, and designing forms.

• Ability to promote teamwork and program integration within and across program strategies.

• Work collaboratively with staff, community agencies and stakeholders.

• Demonstrate cultural awareness and sensitivity in a variety of contexts.

• Communicate effectively orally and in writing to staff, the Commission and the public.
• Read, analyze and interpret common professional publications, legislative or policy documents, financial reports and related business documents and information.

• Facilitate groups and manage meetings effectively.

• Communicating with people outside the organization, representing the organization to funded programs, the public, government, and other external sources. This information can be exchanged in person, in writing, or by telephone or e-mail.

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

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

• Mission-driven and self-directed, with a demonstrated passion for First 5 Kern’s work to strengthen and improve child outcomes.

• Able to maintain confidentiality and work with sensitive information.

Work Environment:

• Some travel, primarily within the County and State to attend various meetings and seminars.

• Requires working some evenings and weekends.

• Work is sometimes physical, requiring setting up meetings, lifting or carrying cumbersome materials of up to 50 pounds (e.g., easels, flip charts, refreshments, brochures, etc.).

• Possession of a valid California driver’s license, acceptable DMV printout and adequate auto insurance coverage.

EOE Statement:

The State of California is an equal opportunity employer to all, regardless of age, ancestry, color, disability (mental and physical), exercising the right to family care and medical leave, gender, gender expression, gender identity, genetic information, marital status, medical condition, military or veteran status, national origin, political affiliation, race, religious creed, sex (includes pregnancy, childbirth, breastfeeding and related medical conditions), and sexual orientation.” First 5 Kern County strongly encourages women, people of color, LGBTQIA+ individuals, people with disabilities, members of ethnic minorities, foreign-born residents, and veterans to apply.