

**SAN BERNARDINO COUNTY SUPERINTENDENT OF SCHOOLS**

601 North E Street • San Bernardino, CA 92415-0020 • Ted Alejandre, County Superintendent

**Director,  
Communications and Intergovernmental Relations**

SALARY:	\$158,195.52 to \$177,803.52 Annually (Range 448)
LENGTH OF SERVICE:	228 Days Per Year
APPLICATION DEADLINE:	January 11, 2021 (5:00 PM)
LOCATION:	Superintendent's Office, San Bernardino

**POSITION DESCRIPTION**

Under direction of the Superintendent and as a key member of the executive leadership team, the Director, Communications and Intergovernmental Relations plans, develops, execute and manages effective communication and legislative programs for San Bernardino County Superintendent of Schools. This position requires a strategic thinker and visionary leader who can build relationships in partnership with elected leaders, agencies and the community and enhance the reputation of SBCSS through effective communication strategies. This position will act as an ambassador for the organization, serving as effective representation on behalf of the superintendent. The Director, Communications and Intergovernmental Relations must possess a strong understanding of administrative principles and practices, including goalsetting and program development, implementation and evaluation, as well as proven success managing and leading staff. The Director, Communications and Intergovernmental Relations will follow the strategic communications plan to advance the SBCSS brand, image and positive identity, as well as broaden awareness of its programs, initiative and priorities and increase the visibility of messages and programs across key stakeholder audiences.

**ESSENTIAL JOB FUNCTIONS**

- Directs the strategic development, implementation and evaluation of SBCSS's public affairs, communications, media, legislative and government programs, projects and activities;
- Leads staff through regular and interaction and updates with upper-level department managers;
- Identifies, analyzes and evaluates emerging issues and activities and develops responsive communication strategies;
- Oversees the management and facilitation of special events that engage the greater County Schools community and advance its' brand;
- Authors and oversees executive level speeches, communications, letters, etc.;
- Acts as liaison to industry counterparts;
- Establishes policies and procedures that advance the offices of Communications and Intergovernmental Relations;
- Manages SBCSS's image and brand, including review of materials developed by other departments and school districts for public distribution and outreach programs, projects and issues of importance to the Superintendent;
- Serves as the official SBCSS spokesperson designee;
- Establishes and maintains relationships with community leaders, elected officials and media representatives;
- Establishes program goals, processes and priorities;
- Manages department budget;
- Supervises and evaluates staff;
- Performs related duties as assigned.

**JOB REQUIREMENTS**

Experience managing a communications, public relations or related department; developing and implementing large-scale strategic initiatives; developing and delivering communications related to educational programs and services; overseeing legislative issues impacting public education; in budget development and contract administration;

Skill in leadership and management; building outstanding interpersonal relationships; critical thinking; organizational collaboration and team building;

Knowledge of principles and practices of public information and intergovernmental relations; techniques and methods to effectively disseminate information on behalf of SBCSS and school districts, legislative processes; recent and on-going developments and information related to policy and legislative affairs regarding public education; correct English usage, spelling, grammar, punctuation and effective use of vocabulary;

Ability to strategically develop and communicate key messages and support materials to advance the priorities of SBCSS; establish, communicate effectively in oral and written form, maintain and foster positive and effective working relationships with a variety of individuals and groups; motivate employees; establish and meet deadlines; travel to various locations;

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

#### MINIMUM QUALIFICATION

- Possession of a Bachelor's degree from an accredited college or university in communications, journalism, public relations, business administration, public administration or closely related fields, or
- Five (5) years experience in public affairs, public administration, education and/or government-related communications and/or public relations, including at least five (5) years experience in the management and supervision of staff.

#### DESIRED QUALIFICATIONS

- Possession of a Master's degree;
- Experience working with media, public schools, government, county offices of education and/or community and agency partners.

#### NECESSARY MATERIALS FOR APPLICATION

- Letter of Application/introduction outlining skills and abilities relating to this position;
- Completed Leadership Associates application (incomplete applications will not be considered.);
- Current resume;
- Three (3) current letters of reference (dated and signed within the last year).
- Please note: Should you become a finalist, you may be asked to provide a copy of your Bachelor's degree from an accredited college or university in communications, journalism, public relations, business administration, public administration or closely related fields or a related field

#### INSTRUCTIONS FOR APPLYING

- For application instructions, please visit the Leadership Associates Active Searches webpage at ([www.leadershipassociates.org/active searches](http://www.leadershipassociates.org/active searches)) and select the listing for this position.

For general information, contact:  
Penny Pyle, Executive Assistant  
Leadership Associates  
[ppyle@leadershipassociates.org](mailto:ppyle@leadershipassociates.org)

The County Superintendent of Schools recognizes that the County Superintendent of Schools Office has primary responsibility for ensuring that it complies with applicable state and federal laws and regulations. The County Superintendent of Schools does not discriminate on actual or perceived sex, sexual orientation, gender, gender identity, gender expression, ethnic group identification, race, immigration status, ancestry, national origin, religion, colour, mental or physical disability, age or on the basis of a person's association with a person or group with one or more of these actual or perceived characteristics, or any other basis protected by federal, state or local law, ordinance or regulation, in its educational program(s) or employment. No person shall be denied employment solely because of any impairment which is unrelated to the ability to engage in activities involved in the position(s) or program for which the application was made.

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.

November 2020