

Job Announcement

POSITION: Deputy Superintendent
of Communications

TENURE/TIMEBASE: Limited Term/Permanent

LOCATION: Sacramento, CA

Duties:

Under administrative direction from the Chief Deputy Superintendent and the State Superintendent of Public Instruction (SSPI), this position directs all public relations and media activities for the SSPI and the California Department of Education (CDE) and handles complex communications with the field. Specifically, this position:

- **Directs and supervises the staff of the Communications Division** including professional staff involved in providing communications throughout California and the nation. Determines ongoing work assignments and delegates responsibilities; directs daily activities and special assignments, reviews work products for accuracy and completeness; monitors and evaluates performance; approves travel and leave; conducts, arranges and approves training.
- **Directs, plans and coordinates state and national public outreach programs for the SSPI, the CDE and the State Board of Education.** Advises the Chief Deputy, the SSPI, and top executive staff on emerging communications issues; anticipates and reflects the SSPI's views in communication with the media and the public; maintains a wide network of media contacts and local school district public information staff throughout the state and nation; analyzes and advises on selected high priority policy issues relating to the promotion educational improvement programs; assists in determining the SSPI's schedule; and provides advice, briefings and speech materials for meetings and public appearances.
- **Provides executive policy advice and assistance to the SSPI, Chief Deputy Superintendent, and Deputy Superintendents.** Follows up as requested on unusually high priority or sensitive matters typically involving relationships with public or private groups or individuals and the SSPI; investigates and resolves sensitive matters on behalf of the SSPI including concerns or highly influential persons.
- **Personally directs the development of media campaigns on selected educational issues and programs that are high-focus and especially sensitive.** Develops television and radio spots, public information materials, and newspaper and magazine articles; meets with appropriate CDE staff; determines the scope and breadth of the campaign; assigns staff for specific projects; monitors the progress of special projects; selects high level media contacts; etc.
- **Represents the SSPI in dealing with other high level public officials**, including State Legislators and County and school district superintendents, and frequently involving ad hoc task force and committees. Provides information, leadership, and directions as needed.

Desired Qualifications:

- Must be ready to work in a fast-paced environment
- Supervisory experience preferred
- Education experience or background preferred
- Marketing experience preferred

How to Apply:

Contact Kindra Britt, Director of Communications, for information on how to apply.

Phone: 916-319-0818

Email: KBritt@cde.ca.gov

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