



## TEHAMA COUNTY DEPARTMENT OF EDUCATION JOB DESCRIPTION EDUCATION & COMMUNICATION DESIGN SPECIALIST

### DEFINITION:

Under general supervision of an Administrator, this position is responsible for developing department communication and graphic design strategies, and Makerspace design and implementation. Must professionally represent, carry out, and implement the approved department strategies to TCDE programs, school districts and community partners.

### ESSENTIAL FUNCTIONS AND JOB RESPONSIBILITIES:

Any one position may not include all of the listed duties, nor do all of the listed examples include all tasks that may be found in positions within this classification.

- Design marketing and promotional materials.
- Perform updates to department and school websites.
- Compose and prepare a variety of correspondence, documents, and forms.
- Create and disseminate a variety of materials and publications from oral directions, rough drafts, handwritten notes, or charts using a variety of software.
- Establish and maintain filing and record keeping systems.
- Develop and maintain procedures, and databases, for a variety of department functions.
- Arrange workshops including flyers, speaker(s), facility, nametags, and other related tasks.
- Compile, develop, monitor, and review a variety of reports and statistical data without supervision or direction.
- Prepare purchase orders, audit for accuracy, maintain inventory of program supplies and materials.
- Consult with district and county administrators and teachers on Makerspace activities.
- Coordinate and conduct professional development and demonstrations on research based methods and materials that emphasize instructional practices that correlate directly to classroom activities.
- Plan and coordinate in TCDE sponsored programs, activities, and events.
- Adhere to and communicate copyright, as well as other laws and guidelines pertaining to the distribution and ethical use of all resources.
- Develop and participate in professional goals that actively seek out opportunities for Makerspace improvements and grow professionally to maintain current knowledge of core content, technology, and instructional practices.
- Communicate with school district personnel, parents, the board, and community groups to plan for and to share Makerspace information.
- Develop and implement STEM lessons used in the Makerspace, at district school sites, and community events.
- Guide and monitor activities of Ambassador students and Makerspace volunteers.
- Perform other duties as assigned.
- Drive occasionally for department business (optional).

### EDUCATION AND EXPERIENCE REQUIREMENTS:

Any combination of experience and training that would likely provide the required knowledge and skill is qualifying.

- A Bachelor's Degree in related field.
- An AA Degree in related field supplemented by two years of experience in a related field, (Web design, graphics, communications or marketing).
- Equivalent to the completion of the twelfth (12<sup>th</sup>) grade supplemented by four years of experience in design, creation and formatting of a variety of materials ranging from simple to



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complex in both electronic and hard copy versions involving the use of a variety of software applications including the conversion/placement of such materials onto the Internet.

- Makerspace certification or the ability to obtain is required. Experience with managing a Makerspace facility is desired.
- Valid California driver's license and evidence of insurance.

KNOWLEDGE OF:

- Digital multimedia (graphics and animation, video, sound, authoring tools).
- Internet/World Wide Web capabilities/features, operational principles, trends, applications, sites, terminology.
- Software applications used to create publications such as Adobe Illustrator, InDesign, Acrobat, Photoshop, MS Word, and PowerPoint.
- Organization, procedures and operating details of the department to which assigned.
- Modern office practices, procedures, and equipment as well as correct English usage, spelling, and punctuation.
- Current educational research and issues, content and pedagogy including effective instructional strategies and research-based best practices in the area of STEM education.
- Key adult and student learning theories and methods of instruction, continuous improvement practices, quality professional development theories.

ABILITY TO:

- Maintain confidentiality.
- Understand and follow operating procedures in alignment with the policies, goals, and missions of the organization.
- Understand long-term and short-term goals and outcomes for all aspects of the program.
- Learn, interpret, and apply administrative and departmental policies with good judgment.
- Analyze situations carefully and adopt effective courses of action.
- Learn, understand, and apply new knowledge as technology and computer systems change.
- Recommend changes and enhancements as appropriate.
- Meet schedules and timelines.
- Plan and organize work.
- Understand, use, and stay current with word processing, database, spreadsheet, desktop publishing, and website computer programs.
- Establish and maintain effective working relationships with staff, districts, and community partners.
- Work effectively with constant interruptions.
- Develop a variety of spreadsheets using formulas and references.
- Deal effectively with a wide variety of personalities.
- Communicate effectively and maintain cooperative working relationships with TCDE staff, district administrators and teachers, school boards, business partners, and community members.
- Understand, implement, and facilitate all aspects of TCDE programs and activities applicable to district support services.
- Develop and understand long-term goals and objectives and evaluate the effectiveness of programs and make recommendations for improvement.

PHYSICAL DEMANDS:

The physical requirements indicated below are examples of the physical aspects that this position classification must perform in carrying out essential job functions.



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- Persons performing service in this position classification will exert 10 to 20 pounds of force frequently to lift, carry, push, pull, or otherwise move objects. This type of work involves sitting most of the time, but may involve walking or standing for brief periods.
- Perceiving the nature of sound, near and far vision, depth perception, providing oral information, the manual dexterity to operate business related equipment, and handle and work with various materials and objects are important aspects of this job.

Reasonable accommodation may be made to enable a person with a disability to perform the essential functions of the job.

TERMS OF EMPLOYMENT:

Salary and work year to be established by County Superintendent.

**HRS Office Use Only**

Created: August 27, 2014 Revised: December 12, 2018

**APPROVED**

Print Name: Noelle DeBortoli Title: Executive Director, Human Resource Services

Signature: [Signature]

Date: December 12, 2018