



## **PUBLIC INFORMATION OFFICER/ COMMUNICATIONS SPECIALIST**

Board Adopted: 10/11/23

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### **BRIEF DESCRIPTION OF POSITION**

The Public Information Officer/Communications Specialist is a confidential employee who works directly with the Superintendent and Director of Learning Support Services/Chief Technology Officer, and is responsible for assisting and sustaining efforts to communicate the school district's information to the community; Assists with projects, leadership and support of the District's external and internal communication functions through quality control of internet/intranet media, support to public information, and special events.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

The Public Information Officer/Communications Specialist may perform any combination of the essential functions shown below. This position description is not intended to be an exhaustive list of all duties, knowledge, or abilities associated with this classification, but are intended to accurately reflect the principal job elements.

- a. Manages media requests, press releases, assists with crisis management, and messaging.
- b. Promotes the District programs in all media, (social media platform, and meets with community members.
- c. Creates/manages internal/external social media content.
- d. Expands use of all social media platforms.
- e. Assists in the development and maintenance of district website.
- f. Has experience working in social media, and social media laws.
- g. Able to co-facilitate community groups.
- h. Complements existing Web/Multimedia Coordinator
- i. Direct site social media representatives and maintain social media pages.
- j. Serve as editor/writer for the district website, newsletters, and other publications.
- k. Coordinate layout, design and production of website, newsletters, and other publications.
- l. Serve as communications liaison on social media platforms, and between the media and the District
- m. Prepare and distribute news releases, arrange media interviews and conferences and respond to requests for information.
- n. Photograph and video record, and edit video for District programs and events for publications and slideshows.
- o. Create short media productions for publications.
- p. Determine appropriate communications for target audiences.
- q. Assists with the preparation of digital multimedia communication materials that support staff and give outreach to parents, students, and the community.
- r. Coordinates distribution and collection, and tabulates data and analytics for external and internal opinion surveys.
- s. Assists in preparing and analyzing feedback.
- t. Performs other duties as assigned that support the overall objective of the position.

### **KNOWLEDGE AND ABILITIES**

Knowledge of:

- Public education in general and Oxnard Union High School District in particular
- Public relations and communications practices/procedures
- Social media applications

- All facets of the production process of a newsletter
- Copyright and student privacy laws
- Excellent verbal, written, and interpersonal communication skills
- Proficiency with current technology for performance of duties, including graphic design and publication/print software
- Video editing on Adobe Premiere Pro
- Excellent analytical and critical thinking skills

Ability to:

- Handle multiple tasks, work under pressure and work with priorities/deadlines subject to frequent change
- Compose media stories, publications, letters memorandums, or other documents that provide accurate and effective information regarding the topic or subject
- Organize and edit rough draft copy according to accepted rules of style and syntax
- Meet schedules and timelines
- Work independently with little direction
- Prepare a variety of publications and materials

## **PHYSICAL DEMANDS**

Employees in this position must have/be able to:

- Enter data into a computer and operate standard office equipment.
- See and read a computer screen and printed matter with or without visual aids.
- See, hear and speak with/without assistive devices sufficient to communicate effectively with others.
- Sit for extended periods of time.
- Bend at the waist; reach overhead, above the shoulders and horizontally, grasp, push/pull.
- Lift and/or carry up to 25 lbs at the waist for short distances.

## **REQUIREMENTS**

**WORK YEAR:** 12 Months

**EDUCATION:** Bachelor's degree in Public Relations, communications or related field

**EXPERIENCE:** Previous experience working with public schools and ethnic media preferred

**OTHER:** Bilingual in Spanish (preferred); knowledge of Mixteco, Tagalog, and other world languages (preferred)

**SALARY:** Placement on Confidential Salary Schedule

**BENEFITS:** Medical (employee contribution), 100% dental, vision and life insurance