

## WESTMINSTER SCHOOL DISTRICT CLASSIFICATION STATEMENT

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**TITLE: PUBLIC INFORMATION OFFICER**

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### **BASIC FUNCTION:**

Under the direction of the Superintendent, this position assumes responsibility for developing and coordinating the dissemination of information to the public; manages district-level social media; writes articles and notices for submission to newspapers and a variety of publications; maintains contact with media representatives; attends school board meetings and publishes a summary; writes, designs, and distributes the District's community newsletter, as well as a monthly internal newsletter; provides speech writing services to administrators and Board of Trustees; designs and distributes informational brochures and flyers; assists with special events and projects; represents WSD at school site, district and community events; serves as District photographer and videographer; and assists with employee recognition programs.

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### **DISTINGUISHING CHARACTERISTICS:**

This one-position class is responsible for developing and maintaining an effective public relations program; providing in-district publications; positive community relations, and on-going contact with the various media organizations that service the community; in an effort to improve public support and understanding of the District and its educational programs, and provide favorable stories and reports regarding the District.

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### **ESSENTIAL DUTIES:**

Work with the Superintendent in the development and administration of an effective communications and public relations program.

Design and implement communication strategies that maximize school community and staff engagement.

Oversee and manage all district-level and school site content and communication tools, including but not limited to: press releases, photo opportunities, newsletters, handbooks, manuals, brochures, posters, advertisements, presentations, guides, directories, video, websites, social media content, graphic images and visual displays for programs and events, email, phone messaging and mobile applications.

Participate as a member of the Superintendent's Cabinet and work closely with members of the District Management Team to support District mission, vision, core values and goals.

Performs research activities, writes, and edits copy and performs graphic design and layout work in the development and distribution of information and materials intended to improve communications and understanding between the school district and the community.

Lead creation of District-wide Marketing plan in support of the Districts multi-year Strategic Plan.

Plan and manage district-sponsored community events.

Establish and maintain strong partnerships and represent the District with community and school groups.

Prepares news releases and other information for presentation to the news media; arranges for and coordinates interviews and conferences with District and media representatives.

Work closely with Superintendent in resolving public relations issues and concerns, overseeing and insuring the preparation of accurate information, effectively disseminated to ensure a positive district image is maintained throughout the community.

Assists in special events and projects as needed, arranges media or public relations tours, and furnishes appropriate information to the local chambers-of-commerce, realtors, city government, and other agencies.

Meet with various constituents, government and community groups to obtain and provide information.

Serve as District photographer and provide photographic layouts and video presentations of appropriate school activities and district programs for use in a public relations/information presentation.

Regularly attend school board meetings and publish summaries of the meetings; attend administrative, and other meetings at the direction of the Superintendent.

Composes speeches for administrators and Board of Trustees as needed.

Design, create, and coordinate the production of District publications, logo design, reports, booklets, charts, graphs and other printed and electronic materials to enhance appearance and understanding.

Manage public relations during significant events including crisis situations.

Coordinate and manage all public records requests.

Assist in the development and presentation of employee recognition programs.

Gather and preserve historical photos, information, district-related news-clippings, and other related documents.

Develops and maintains necessary files, records, and mailing lists.

Perform other related duties as required or assigned.

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**ORGANIZATIONAL RELATIONSHIPS:**

Supervision: Reports to and takes direction from the District Superintendent or his/her designee.

Internal Contacts: Frequent contact with district personnel at all levels.

External Contacts: Frequent contact with newspaper and other media representatives, as well as city and other governmental agency officials. Some contact with parents and community-based organizations.

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**QUALIFICATIONS:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed herein are representative of the knowledge, skill, and/or ability required. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential duties.

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**KNOWLEDGE AND ABILITIES:**

*KNOWLEDGE OF:*

Principles and procedures used in the establishment and carrying out of an effective public relations program, as well as the necessary techniques for gathering, preparing, and disseminating public information.

Leadership principles and crisis management understanding and ability to provide crisis oversight.

The fundamentals of writing, composition, graphic design, and layout.

The principles and appropriate use of graphics and photographic materials in the creation and presentation of informational materials.

The functions and organization of public schools in California.

The organization, operation and practices of a general distribution newspaper, radio/television stations, and/or other mass media organizations; including knowledge of the form and content used for general news, features, and human interest stories.

Word processing, photography, and one or more desk-top publishing programs.

Modern office practices, procedures, and equipment.

Telephone techniques and etiquette.

Public and community relations.

Correct English usage, grammar, spelling, punctuation, and vocabulary.

The operation of a computer work station.

*ABILITY TO:*

Work with major stakeholders including school and community organizations, parent groups, and local government officials.

Write creatively, clearly and interestingly for broad public appeal, as well as for specialized audiences.

Present material simply, graphically, and pictorially.

Gather and compile information for use in the preparation of news releases, social media posts, features, and spot announcements.

Preparation of materials appropriate in content and style for use by public media or other form of publication selected for use.

Compose correspondence and written material independently or from oral instructions which are adapted to the needs and interests of diverse groups.

Understand, be sensitive to, and respect the diverse academic, socio-economic, ethnic, religious, and cultural backgrounds, disabilities and sexual orientation of students, parents, teachers, administration, staff and community members.

Recognize and make appropriate public relations use of newsworthy items and activities occurring within the District; promoting employee and student recognition whenever and wherever possible.

Develop and maintain effective working relationships with the press and other media representatives.

Work independently with little direction.

Effective use of photos and video.

Read, interpret, and follow rules, regulations, policies and procedures.

Make arrangements for meetings, workshops, conferences, and media interviews.

Set schedules and meet time lines.

Work confidentially with discretion.

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## **EDUCATION AND EXPERIENCE:**

### **A. Education experience**

- (1) Graduation from an accredited four-year college/university with a major in journalism, public relations, media relations, English, communications, or other related field of endeavor required.
- (2) Three years experience in journalism, advertising, marketing, public relations, media writing, communications, as a public information officer, or other similar employment preferred.

### **B. Equivalencies:**

1. Additional experience beyond that required in A.3 (above) may be substituted for education on a year-for-year basis to a maximum of two years.
2. Graduate-level education beyond that required in A.2 (above) may be substituted for experience on a year-for-year basis to a maximum of two years.

**LICENSES AND OTHER REQUIREMENTS:**

Must possess and retain a valid California Motor Vehicle Operator's License

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PREPARED BY:	Classified Personnel Department	DATE: 8/1992
APPROVED BY:	Board of Trustees	DATE: 8/20/1992
APPROVED BY:	Personnel Commission	DATE: 8/24/1992
REVISED BY:	Personnel Commission	DATE: 6/1995
REVISED BY:	Personnel Commission	DATE: 12/19/1995
REVISED BY:	Personnel Commission	DATE: 12/17/2019
REVISED BY:	Personnel Commission	DATE: 8/22/2023
APPROVED BY:	Board of Trustees	DATE: 9/14/2023