PUBLIC INFORMATION OFFICER (PIO)

Job Description

JOB SUMMARY

Under the direction of the Superintendent, plan, develop, and implement a comprehensive public information and communications program in alignment with the District vision and mission; develop and maintain effective media, community, and public relations; manage marketing and internal/external outreach strategies; coordinate special events, and direct crisis response and emergency management.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Leads and contributes to the development of comprehensive communication plans.
- Researches, prepares, designs, edits, and distributes a variety of materials including, but not limited to press releases, promotional materials, newsletters, handbooks, manuals, presentations, posters, camera ready artwork, and web-based documents.
- Develops and maintains professional relationships with news media, business representatives, community members, and district staff.
- Serves as a spokesperson for the district and liaison with the media.
- Participates in the coordination and implementation of public, employee, and media relations strategies at the district level or for a school/program.
- Utilizes Digital Storytelling to promote the vision of the District as well as the instructional focus of the organization.
- Monitors local, state, and national news outlets and public opinions related to education and the District; proactively collaborates with other industry professionals, networks, and organizations to remain current with latest education and community relations trends and practices.
- Serves as a resource to administrators and staff, providing information related to strategic communications and public relations, including the dissemination of confidential and nonconfidential information.
- Assists staff in responding to media inquiries and coordinates media interviews.
- Provides assistance to district staff and others concerning the writing, editing, composition, layout, and production of publications.
- Conducts interviews and photographs students, teachers, administrators, staff, and the public, attends, photographs and reports on District events and activities.

- Assists with the coordination and production of videos of district events, programs, and staff.
- Collaborates with the Technology Department in providing support to schools and departments in the development, implementation, and maintenance of websites.
- Reviews websites for conformity to district standards and initiates steps to bring websites into compliance as necessary.
- Assists with communication, scheduling, and maintaining a calendar of events that supports the media outreach and related work of the Superintendent and the Board of Trustees.
- Plans and organizes special events and activities to enhance public relations; coordinates major district events.
- Manages emergency communication efforts and media management during a crisis.
- Participates as a member of the Superintendent's Cabinet and works closely with members of the Management Team to support the District vision and goals.
- Provides customer service to all stakeholders, responding to phone calls, emails, letters, and other communications in a professional and timely manner.
- Attends a variety of meetings and conferences for the purpose of obtaining and disseminating information.
- Performs related tasks as assigned.

QUALIFICATIONS

Knowledge of:

- Principles and practices of developing, writing, formatting, and editing creative content for web pages, digital newsletters, videos, social media, and print communications and publications
- Principles, practices, and procedures of website design, development, and implementation
- Principles, practices, and procedures of graphic design and layout and photography, including traditional and digital techniques
- General principles and techniques of public relations and marketing
- Practices and techniques of utilizing social media as a marketing and communications vehicle
- Applicable federal, state, and local laws, codes, and policies and procedures relevant to the area(s) of responsibility
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and staff
- The structure and content of the English language, including the meaning and spelling of words, rules of composition, punctuation, and grammar
- Public speaking techniques
- Modern office practices, procedures, and equipment

- Laws and regulations impacting communication tools, platforms and strategies
- Copyright laws

Ability to:

- Prepare a variety of publications and materials that provide accurate and effective information regarding the topic or subject
- Conceptualize project objectives and effectively utilize information and knowledge to create the optimum impact
- Plan and organize work, adhere to schedules, and meet timelines
- Communicate effectively both verbally and in writing according to accepted rules of style and syntax
- Analyze situations accurately and take effective course of action
- Plan and organize special events and activities to enhance public relations
- Use good judgment and have a strong sense of ethics
- Operate a computer, peripheral equipment and assigned software used in graphic layout and production
- Establish and maintain records and reports and maintain confidentiality of privileged information obtained
- Work effectively with all levels of district staff, parents, and the community
- Work independently, accurately, and efficiently with little direction
- Complete work with many interruptions
- Demonstrate interpersonal skills using tact, patience, and courtesy
- Maintain regular and consistent attendance

Education, Licenses, and Other Requirements:

- Bachelor's Degree with a major in a field related to public relations or communications
- Accreditation in Public Relations is desirable

Experience:

- A minimum of two years of recent experience in a public relations capacity, preferably with an educational organization
- A mastery of communications skills; and a sensitivity to the importance of two-way communication is necessary
- A working knowledge of comprehensive internal and external public relations programs
- Experience in marketing and image development is highly desirable
- Experience with crisis response and emergency management

WORKING CONDITIONS

Environment:
The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.

- Moderate noise level while working indoors
- Moderate to loud noise level while working outdoors
- Daily contact with district and/or school staff
- Employee may interact with upset staff and/or public and private representatives in interpreting and enforcing office/school policies and procedures

Physical Abilities:
The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Hearing and speaking to exchange information in person and on the telephone
- Dexterity of hands and fingers to operate a computer keyboard
- Seeing to read a variety of materials
- Sitting for extended periods of time
- Standing for extended periods of time
- Bending at the waist, kneeling, or crouching
- Occasionally lift and/or move up to 25 pounds

OTHER:

- Possession of a valid California's driver's license and employee provided transportation required.

CLEARANCES:

- California Department of Justice (DOJ) fingerprint clearance
- Pre-employment physical examination and drug screen clearance
- Current negative tuberculosis (TB) clearance

Salary Range: Classified Confidential

Board Approved: March 12, 2024