



OCEAN VIEW SCHOOL DISTRICT
Personnel Commission



PUBLIC INFORMATION ASSISTANT

JOB SUMMARY:

Under direction of the District Superintendent or designee, performs technical and clerical functions in support of the District's proactive public information and communications; assists in developing, collecting, writing and disseminating various forms of communication, both internal and external, concerning the programs, activities, objectives and staff of the District.

CLASS CHARACTERISTICS:

This position provides support to the Superintendent or designee in a wide variety of office and administrative duties pertaining to District public information and communications by performing secretarial duties and technical functions, including drafting and editing informational materials, press releases, Internet publishing, electronic presentations and graphic arts production. Assists in planning, developing, coordinating, maintaining and updating the District website. Serves as a resource regarding availability and utilization of design, methods, and materials for instructional and other presentation forums.

REPRESENTATIVE DUTIES: (*E* denotes an essential function of the job):

Consult regularly with Superintendent or designee to assist in creating, reviewing and editing, and disseminating news releases, information materials, brochures and pamphlets concerning District-wide and school site activities and achievements, educational programs, activities and general information about the District, and policies and actions of the Governing Board to the public; *E*

Develop various forms of material including newsletters, handbooks, manuals, brochures, posters, advertisements, presentations, guides, directories, web-based documents and graphic images and visual displays for programs and events; *E*

Assist in coordinating communication content and schedules, graphic arts projects and website publications; *E*

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; *E*

Assist in planning, developing and coordinating the District's webpage; *E*

Assist the Superintendent or designee in preparing media presentations using a variety of

media programs to keep the Board of Trustees, District employees and/or the public informed on matters of importance to the District; *E*

Compose and edit District press releases, publications and informational materials, newsletters and website articles covering District and school activities, from instructions provided by administrator, and prepare draft for Administrative review; *E*

Arrange the printing and duplication of publications, confer with printing vendors; *E*

Independently perform office support work relating to District public information and communications, maintain departmental records, maintain schedule of department deadlines and ensure the timely performance of tasks consistent with District standards and expectations; *E*

Consult with administrative staff, school staff, and outside vendors to assist in developing new publications; *E*

Prepare correspondence, statistical data and reports, independently or from general instructions;

Keep current on modern communications methods, graphic arts and Internet publishing techniques and practices;

Assist in accessing and using informational resources from the Internet;

Perform other duties as required to accomplish the objectives of the position.

SUPERVISION:

Receive general supervision from the Superintendent or designee.

MINIMUM QUALIFICATIONS:

Knowledge of:

- Principles of office organization and management, public relations, community relations and communication programs;
- Modern office methods, procedures, terms, equipment;
- Word processing, spreadsheet, database, Internet and E-mail computer applications;
- Desktop publishing techniques and software applications;
- Business office telephone techniques and etiquette;
- Correct English usage, spelling, grammar, punctuation, composition, vocabulary and skills in proofreading;
- Basic mathematics used in an office environment;
- Standard record, filing systems and procedures;

- Basic objectives, organization, functions of a California school district;
- Rules, regulations, laws and policies governing District and Public Relations functions.

Ability to:

- Compose correspondence and written material independently or from oral instructions which are adapted to the needs and interests of diverse groups;
- Write and edit a variety of print and online communications;
- Organize, create, and edit layout publications;
- Utilize sound independent judgment in performing tasks and fulfilling responsibilities;
- Develop and maintain effective interpersonal relationships using tact, patience and courtesy;
- Communicate accurately, effectively and courteously, both orally and in writing, to a diverse audience;
- Operate and maintain various standard and specialized office equipment, including personal computers, and effectively utilize word processing, spreadsheet, database, Internet E-mail and presentation software;
- Use Microsoft office proficiently;
- Keyboard at a net corrected speed of 50 words per minute;
- Use correct spelling, grammar, and punctuation;
- Prioritize workload and work effectively in a demanding environment;
- 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 and staff;
- Learn and interpret Federal, State, District codes and regulations including administrative and school policies and procedures.

EMPLOYMENT STANDARDS:

Education:

- High School Diploma or equivalent.
- Supplemental college level coursework or training in Journalism, English, Communications, Marketing, Public Relations or related fields is desirable.

Experience:

- Two years of successful writing and editing experience with a variety of print and online communications media.
- Two years of experience in planning, writing, editing and composing production of newsletters, press releases, presentations and other print publications.
- Two years of experience using desktop publishing to prepare brochures, catalogs, and advertisements in a public relations environment.
- Secretarial experience in an educational setting or in public relations, community relations or communication program is preferred.
- Public relations experience encompassing regular writing of material, use of technology, photography and communications is desirable.

LICENSE REQUIRED:

May be required to possess a valid, appropriate California Driver License.

PHYSICAL DEMANDS, WORKING ENVIRONMENT AND HAZARDS:

Safely lift, carry, push up to 25 pounds; frequently sits and stands; occasionally walks, stoops, bends and reaches over head; repetitively uses fingers on both hands simultaneously; communicates clearly and is able to understand normal voice conversation; visual acuity sufficient to see small details in an office environment; uses a computer and telephone; works inside exclusively; has direct contact with public and other District staff, occasionally in difficult and/or negative interpersonal situations; frequently works with high volumes and tight deadlines without direct guidance from supervisor. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the position.

New Classification Approved by Personnel Commission June 13, 2013