



OCEAN VIEW SCHOOL DISTRICT
Personnel Commission

Committed to ensuring a dynamic and collaborative learning community that prepares students for lifelong success!

COMMUNICATIONS AND PUBLIC INFORMATION OFFICER

JOB SUMMARY:

Under direction of the District Superintendent or designee, strategizes, plans, organizes, develops and administers a comprehensive public information, communication, and community engagement program; develops, collects, writes and disseminates various forms of communication, both internal and external, to create an understanding and awareness of the District's programs, services, activities, philosophy, objectives and staff as well as enhance the District's image and the public's perception of the District.

CLASS CHARACTERISTICS:

This single incumbent classified management position provides strategic leadership and support to the Superintendent or designee by directing all functions pertaining to District's public information, communication, and community engagement program. The position performs general and technical functions including drafting and editing informational materials, press releases, Internet publishing, electronic presentations and graphic arts production, plans, develops, coordinates, maintains and updates the District website and social media content, and serves as a resource regarding availability and utilization of design, methods, and materials for instructional and other presentation forums.

REPRESENTATIVE DUTIES

The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this classification.

Essential Duties:

- Work with Superintendent and senior staff to plan, develop, organize and direct a highly visible, strategic and comprehensive communication, public information and community engagement program to enhance the District's communication and image to its wide variety of constituents;
- In regular consultation with the Superintendent or designee, independently and effectively create, review, edit, and disseminate a variety of digital and print content to promote District-wide and school site achievements, educational programs, activities and general information about the District, and policies and actions of the Governing Board to the public.
- Design, create and implement communication strategies that maximize community and stakeholder engagement;
- Effectively use and manage a full range of communication tools, and assess what tool is appropriate for what purpose and with what impact;
- Manage an array of public and internal information activities utilizing multiple sources including print, video, television, radio, online media and mobile applications;
- Participate as a member of the Superintendent's Cabinet and work closely with members of the District's Management Team to support District mission, vision and goals;
- Manage and coordinate communications and public relations during significant events including

potential crisis situations;

- Develop and manage content of District 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;
- Oversee the management of all content on District website including strategic placement of information and oversight of content accuracy and relevance;
- Coordinate communication content and schedules, graphic arts projects and website publications;
- 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;
- Assist the Superintendent or designee in preparing media presentations and content 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;
- Assist school site and District administrators in development of effective communication tools and procedures including school and department webpages and social media;
- Promote school site and District-wide events using various public relations techniques and marketing methods; visit schools/school activities and assist schools with events and publications; may attend events to, photograph, film, and report on events;
- Create and coordinate preparation of high-level communications such as speeches, video content, press releases, articles and other media releases to provide consistent, accurate and coordinated messaging concerning District operations and activities;
- Compose and edit District press releases, publications and informational materials, newsletters and website and social media articles covering District and school activities;
- Work closely with Superintendent in resolving public relation problems, issues and concerns, overseeing and insuring the preparation of accurate information, effectively disseminated to ensure a positive district image is maintained throughout the community;
- Consult with Superintendent and senior staff to ensure all internal and external communications regarding District and department services, initiatives and programs are communicated in a consistent manner that reflects the policies and positions supported by the District; develop strategies, branding standards and communication protocols;
- Manage content of district website, develop and manage social media; monitor web and social media content developed and published by other departments and sites;
- Arrange the printing and duplication of publications, confer with printing vendors;
- 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;
- Prepare and support a wide variety of confidential materials related to District business, personnel, students, negotiations, and District policies;
- Encourage media stories and provide responses to requests for information and provide effective public understanding of District issues, objectives and accomplishments;
- Facilitate parent and community involvement in schools in ways that positively impact student learning and community engagement;
- Establish and maintain strong partnerships with newspaper and other media representatives,

- community and school groups;
- Provide training for Board of Trustees and staff members regarding relations and appropriate communication with the news media;
- Attend Ocean View School District Board Meetings and such other meetings and events as directed by the Superintendent;
- Carry out other duties as assigned by the Superintendent.

Other Related Duties:

- 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.

SUPERVISION:

Receives administrative direction from the Superintendent or designee;

Supervision may be exercised over other employees.

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, website, and E-mail computer applications;
- Desktop publishing techniques and software applications;
- Social media applications;
- Business office telephone techniques and etiquette;
- 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, courtesy, and respect in a manner that reflects positively on the District;

- 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;
- Understand and carry out oral and written instructions;
- 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:

Any combination of education, training and experience which demonstrates the ability to perform the duties of the position. A typical qualifying entrance background would include:

Education:

- Graduation from an accredited college or university with a bachelor's degree in public administration/relations, communications, journalism or related field.

Experience:

- Five years of successful experience coordinating high level public relations matters in one or more of the following areas:
 - Planning, writing, editing, composing and producing a variety of print and online communications media, newsletters, press releases, presentations and other print publications.
 - Utilizing desktop publishing to prepare brochures, catalogs, and advertisements in a public relations environment.
 - Public relations experience encompassing regular writing of material, use of technology, photography and communications is preferred.
- Experience working or volunteering in public schools is desirable.

LICENSES REQUIRED:

Possession of a valid, appropriate California Driver License.

All of the above licenses must be maintained as a condition of continued employment.

PHYSICAL DEMANDS, WORKING ENVIRONMENT AND HAZARDS:

The physical demands described here are representative of those that must be met by employees to

successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical Demands:

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;

Work Environment:

Performs administrative work in a typical office environment; works primarily inside and occasionally outside; 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.

SALARY RANGE:

Range M67

Classified Management Salary Schedule

New classification effective: 1/14/16

Salary Range Reallocation from M54 to M61 recommended by Personnel Commission 8/8/19, approved by Board of Trustees 8/13/19

Job description updates approved and salary range reallocation from M61 to M67 recommended by Personnel Commission 7/13/23.