

**ST. MARY PARISH PUBLIC SCHOOLS
PUBLIC INFORMATION OFFICER JOB DESCRIPTION**

POSITION: Public Information Officer

REPORTS TO: Superintendent

TERMS OF EMPLOYMENT: 11-Month

SALARY RANGE: Salary in accordance with the approved
St. Mary Parish Salary Schedule.

OBJECT/FUNCTION: 119/2829

FUNDING: General Fund

CLASSIFICATION UNDER FAIR LABOR STANDARDS ACTS (FLSA): Exempt

SUMMARY: Under the direction of the Superintendent, the Public Information Manager will support student success by ensuring the District's communications program is aligned with district goals. Facilitate the development of accurate and timely internal/external communication and information processes that contribute to and encourage community involvement in the District's efforts to meet the instructional needs of students.

QUALIFICATIONS: Any combination equivalent to: bachelor's degree in journalism, communication, public relations, or related field and five years-experience in the administration of communications, journalism, public relations, or related communication/educational experience.

EVALUATION: Evaluations in accordance with the St. Mary Parish School Board Policy GBI-Evaluation.

PERFORMANCE RESPONSIBILITIES:

- As the district public information officer, coordinate crisis communications for the district and participate in regional school safety planning efforts. Communicate critical information effectively to the public.
- Establish and maintain two-way communication systems among schools, offices, departments, and among the district, the media, and the public.
- Serve as information liaison between the total school system and the community at large and as an intermediary between school and district level administrators/officials and the media.
- Recommend innovative and promotional avenues of communication for various types of media and counsel top management on effective communication strategies.
- Provide professional public relations counsel and assistance to the district office administration, School Board, and school administrators.
- Contact media representatives to initiate articles and news releases about District programs; communicate with media representatives about sensitive or controversial information; create press kits and other media information; maintain media contact list; organize media site visits.
- Help solve impact of negative public opinion by writing material and suggesting the communication forum and media.
- Ensure consistent branding and messaging.
- Provide technical expertise, information, and assistance to the Superintendent regarding District communications; advise the Superintendent of unusual trends or problems and recommend appropriate corrective action.
- Advise on how potential policy initiatives will affect public opinion about District programs.
- Develop, implement, and evaluate comprehensive internal and external district communication plan including, but not limited to, publications, media relations, and electronic communication.
- Write communications policies and procedures for handling sensitive information or media contact.
- Plan, organize, and implement long and short-term programs and activities designed to enhance communication programs and services; develop and maintain quality standards for District publications. Oversee and edit the writing and production of communication materials.
- Establish annual objectives for and evaluate the district's community relations program.
- Establish criteria to measure outcomes of the communications department.
- Facilitate all advertising, promotions, publicity, and public outreach activities as well as manage contracts for advertising, sponsorships, and other promotional activities.
- Plan, compose, and produce facts sheets, press releases, brochures, handbooks, and a variety of newsletters to distribute to District personnel and the community; provide research and writing support to the Superintendent and other District administrators; compose speeches for the Superintendent as directed.
- Attend major public and district events.

- Direct the preparation and maintenance of a variety of narrative and statistical reports, records, and files related to assigned activities and personnel.
- Communicate with other administrators, personnel, and outside organizations to coordinate activities and programs, resolve issues and conflicts, and exchange information.
- Develop a plan of action to respond to public records requests. Support leadership in responses to inquiries and complaints received from citizens, news media, and school district personnel.
- Develop and prepare the annual preliminary budget for the communication activities, analyze and review budgetary and financial data; control and authorize expenditures in accordance with established procedures. Actively engage in the district budget process.
- Develop and review content for District website, collaborate with the Webmaster and Technology Department in implementing content. Create and maintain district and/or school websites and social media platforms while providing staff training, guidance and insight on school website/social media maintenance. Provide in-service training as required on media, public, and community relations.
- Operate a computer and assigned software programs; operate other office equipment as assigned; operate a vehicle to conduct work.
- Attend and conduct a variety of meetings as assigned.
- Attend meetings of the Board and prepare reports for the Board as directed by the Superintendent.
- Solicit feedback through formal and informal means on activities, products, and the purposes of the community relations program and the school district in general.
- Occasionally conduct public opinion research to assess program outcomes.
- Coordinate District participation in charitable contribution campaigns.
- Represent the District and the Foundation at community meetings including those with service organizations and business groups.
- Must be timely with completion of assigned projects and maintain organization of multiple projects simultaneously.
- Research grant opportunities and utilize district data to apply for grants.
- Participate in school planning discussions.
- Familiar with school system policies and state and federal laws as they apply to education.
- Knowledgeable in procedures and requirements of meetings of public bodies.
- This position is an approved position for telework when there is work available to perform in the event of an unexpected office closure.
- As an exempt employee, job responsibilities may require work beyond normal working hours with no additional compensation.
- Perform other duties as assigned.

PROFESSIONAL RESPONSIBILITIES:

1. Maintain professional personal appearance and demonstrate respect for colleagues.
2. Attend work regularly; report to work on time; and provide advance notice of need for absence.
3. Complete work efficiently and accurately (with few/no errors) within deadlines without supervision.
4. Perform job responsibilities consistently, use time wisely, plan properly, take care of materials and equipment.
5. Maintain confidentiality and demonstrate trustworthiness; exercise good judgment.
6. Support, implement, assist with, and/or ensure application of district initiatives and other programs or directives of the Superintendent and Board.
7. Keep the direct supervisor informed of the progress being made in the area(s) of responsibility.
8. Keep abreast professionally by attending local, regional, state, or national meetings and/or staff development that address area(s) of responsibility as directed by the supervisor.
9. Complete and submit all forms, reports, documentation, and training by required dates and in accordance with district policies and procedures.
10. Remain open to suggestions and innovative ideas; receive and apply feedback.
11. Demonstrate competence in areas of responsibility.
12. Exert every effort to constructively involve stakeholders in all professional settings.
13. Communicate appropriately and work effectively with all populations.
14. Exhibit desirable qualities such as commitment to job responsibilities, enthusiasm, cooperation, sense of humor, creativity, tact, positive attitude/work ethic, dependability, punctuality, self-discipline/control, poise, voice control, effective nonverbal communication, a professional appearance, initiative, and a genuine concern and interest for others.
15. As an exempt employee, job responsibilities may require work beyond normal working hours with no additional compensation.
16. Follow the specific requirements established by the School Board (LEA), State Department of Education (SDE), the State

Board of Elementary and Secondary Education (SBESE), and/or Federal regulations and guidelines established by each.

17. Perform any duty, not specifically assigned, as deemed necessary by the assigning authority in order to maintain continuity where needed.

Additional Qualifications: To perform this job successfully, an individual must be able to work in collaboration with multiple schools, faculties and administrators, community partners, external agencies and organizations and perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Language Skills: Exceptional ability to read and interpret documents. Exceptional ability to write routine reports and correspondence and to speak effectively before groups of customers or employees of organization.

Mathematical Skills: Ability to calculate figures and amounts, plan budgets, read spreadsheets, comprehend data and able to apply concepts of basic algebra and geometry.

Reasoning Ability: Ability to define problems, collect data, establish facts, and draw valid conclusions.

Computer Skills: To perform this job successfully, an individual should have knowledge of basic technological functions such as Microsoft Excel Spreadsheet software and Microsoft Word Processing software. Google Applications.

Physical Demands: 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. While performing the duties of this Job, the employee is occasionally required to sit; stand; walk; reach with hands and arms and stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 50 pounds.

Work Environment The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations

PHYSICAL DEMANDS: The employee must be able to perform each essential duty satisfactorily. The requirements described herein are representative of the knowledge, skill, and/or ability essential to job performance. While performing duties, the employee is frequently required to stand, walk, speak, hear, and sometimes sit. The employee may occasionally push or lift up to 50 lbs., such as boxes of materials and technology carts. The employee is frequently exposed to a work environment noise level, which is moderate to loud. The employee must have sufficient visual acuity to be able to work with computer monitor, print texts, and handwritten documents. The employee must possess basic language and communication skills to read, write, discuss, and present information to others in a clear, concise manner. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Information contained in this job description is in compliance with the Americans with Disabilities Act (A.D.A.).

This job description is designed to provide a general overview of the requirements of the job and is not designed to cover or contain a comprehensive listing of all functions, duties, or responsibilities that are required of this position. Functions, duties, or responsibilities may change, or new ones may be assigned at any time with or without notice. The St. Mary Parish School Board reserves the right to revise the job description at any time.

I, _____, have read and received a copy of this job description and understand that a copy of this signed job description will become part of my personnel file. I fully understand the requirements, duties, and responsibilities of the position. I can perform the duties and responsibilities as outlined, with or without reasonable accommodation. I understand that my job duties and responsibilities may change on a temporary or regular basis according to the needs of the district and, if so, I will be required to perform such duties and responsibilities. If I have any questions about job duties, I should discuss them with my immediate supervisor or a member of the Human Resources Department.

SIGNATURE _____

DATE _____