



Job Description

POSITION TITLE:	Public Information Officer	#5074
SALARY PLACEMENT:	Management Salary Schedule Range 14	

SUMMARY OF POSITION:

The Public Information Officer (PIO) is under the direction of the County Superintendent of Schools and the Associate Superintendent of Student Programs and Services. The PIO will build and maintain public support by organizing, developing, and disseminating information regarding San Joaquin County Office of Education (SJCOE) news, communications, social media, and publications. This position will serve as a communication advisor to SJCOE administrators. The PIO will provide accurate and timely information to the SJCOE staff, school districts, news media, business community, and the general public regarding SJCOE programs. The PIO will also assist with the identification of topics and staff for media publications that inform the public of important SJCOE issues.

MINIMUM QUALIFICATIONS-EDUCATION, TRAINING, AND EXPERIENCE:

Possess a Bachelor's degree in English, Journalism, Communications, Marketing, Media Studies, Graphic Design, or related field.

DESIRABLE QUALIFICATIONS – EDUCATION, TRAINING, AND EXPERIENCE:

Two years' experience in media, journalism, public relations, graphic design, writing, or editorial work.

KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of:

- assigned software
- strategies to provide communications assistance, including site communication plans, school-business partnership assistance, community relations, and news media relations

Ability to:

- supervise, evaluate, and train staff
- operate a computer
- be flexible based on program needs
- create and follow policies and procedures
- identify communication goals and tactics, and devise additional strategies to assist with reaching goals

Possess:

- leadership skills in planning, setting agendas, and coordinating/conducting meetings/trainings
- effective public speaking techniques
- a valid California driver's license and proof of liability insurance coverage in the minimum amount required by SJCOE policy; insurable by the SJCOE carrier. Must furnish own transportation as required to fulfill job duties

DISTINGUISHING CHARACTERISTICS:

The Public Information Officer is a management-level position.

ESSENTIAL FUNCTIONS:

Essential functions may include, but are not limited to:

1. Work effectively with school districts, community organizations, government agencies, parents, students, and/or staff.
2. Maintain confidentiality on issues concerning program and staff.
3. Supervise and evaluate staff.
4. Participate, coordinate, or conduct a variety of meetings, committees, trainings, workshops, and/or conferences in order to present materials and information concerning department programs, services, operations, and activities; represent SJCOE at local, regional, and state meetings, conferences, in-services, boards, councils, and events.
5. Maintain current knowledge and interpret applicable rules, regulations, policies, procedures, contracts, State and Federal laws, codes, and regulations.
6. Communicate effectively both orally and in writing.
7. Analyze situations accurately and adopt an effective course of action.
8. Establish and maintain cooperative and effective working relationships with others.
9. Work independently with little direction.
10. Meet schedules and timelines.
11. Prepare reports as needed for program.
12. Coordinate and design all formal publications of San Joaquin County Office of Education, including annual reports, reports from County Superintendent of Schools to employees; selected Board of Education information; and brochures, pamphlets, newsletters, and other materials as needed to promote understanding and appreciation of San Joaquin County Office of Education.
13. Develop and maintain communication with social media, e-newsletters, etc.
14. Develop and maintain brand image, positioning, and messaging for SJCOE; develop and maintain image and identity standards for SJCOE.
15. Serve as a spokesperson and point of contact for SJCOE as appropriate. Establish and maintain positive working relationships with local media, maintain media contact lists, assist the press with developing stories, and organize media visits when necessary.
16. Work collaboratively with SJCOE staff to update SJCOE and program websites.
17. Consult with San Joaquin County Office of Education administrators to develop and implement specialized public information events and activities
18. Prepare news releases as needed; respond to reporters from daily and weekly newspapers, television news stations, and radio news stations; route questions to appropriate management staff as needed.
19. Maintain and distribute current listing(s) of upcoming events within and outside San Joaquin County Office of Education for distribution to employees, staff, news media, local and state agencies, and educational institutions.
20. Prepare speeches and welcome addresses.
21. All other duties as assigned.

ESSENTIAL LEADERSHIP QUALITIES:

1. Is committed to continuous personal and professional development. Values and promotes educational and professional learning opportunities for others.
2. Embraces challenges, learns from feedback, and encourages innovative thinking and risk-taking. Advocates for continuous improvement in processes, products, and services.
3. Inspires others. Leads with empathy and understanding, recognizes the human aspect of leadership, and actively seeks, recognizes, and incorporates diverse perspectives.
4. Commits to the highest personal and professional standards for oneself and others, ensuring accountability at all levels.
5. Actively listens to the needs and concerns of others, engages with genuine curiosity. Effectively guides discussions and group activities, ensuring productive outcomes. Actively works to empower others. Maintains confidentiality.

6. Communicates openly, effectively, and honestly both orally and in writing, fostering trust and motivation toward common goals. Ensures clear, precise, timely communication, particularly in goals, expectations, and feedback.
7. Analyzes situations accurately. Implements strategies that achieve goals, aligning team efforts with organizational values.
8. Builds a strong team culture, working effectively across departments to foster teamwork and mutual success.
9. Skillfully navigates change with confidence and composure.
10. Shows willingness to admit mistakes, share challenges faced and consistently demonstrates strong ethical values.

The ability to see that multiple perspectives and alternatives can coexist harmoniously rather than in conflict with one another. The ability to seek and explore a third alternative in which multiple perspectives come together.

PHYSICAL REQUIREMENTS:

Employees in this position must have the ability to:

1. Sit and stand for extended periods of time.
2. Enter data into a computer terminal, operate standard office equipment and use the telephone.
3. Hear and understand speech at normal levels and on the telephone.
4. See and read the computer screen and printed matter with or without vision aids.
5. Speak so that others may understand at normal levels to small or large groups, and on the telephone.
6. Stand, walk, and bend over, reach overhead, grasp, push, pull and move, lift and/or carry up to 25 pounds to waist height.

WORK ENVIRONMENT:

Employees in this position will be required to work indoors and/or outdoors in an educational and standard environment, and/or make home visitations. Employees may come in direct contact with students, parents, SJCOE and school district staff, outside agency staff, and the public.