

JOB DESCRIPTION

PATERSON BOARD OF EDUCATION

4816 Public Information Officer
Page 1 of 5

JOB TITLE: Public Information Officer
REPORTS TO: Superintendent of Schools
SUPERVISES: Staff upon the direction of the Superintendent

NATURE AND SCOPE OF JOB:

The Public Information Officer provides for an open exchange of information with the public and a purposeful effort to share district successes that is important for maintaining a quality education program. The Public Information Officer, guided by district policy and the Superintendent of Schools, coordinates district efforts to maintain contact with the various media and the public at large. The focus of the Public Information Officer is to maintain a positive perception of district accomplishments by the public.

The Public Information Officer must have a repertoire of administrative, creative and interpersonal skills which aid to keep the district, district staff and students in a positive image.

QUALIFICATIONS:

The Public Information Officer shall:

1. Hold a Bachelor's Degree minimum from an accredited college or university, Master's Degree preferred.
2. Have a minimum of three (3) years' experience in Marketing, Education or related field.
3. Have a valid New Jersey instructional certificate (desirable but not required).
4. Hold and maintain a valid driver's license with no serious violations.
5. Have excellent integrity and demonstrate good moral character and initiative.
6. Exhibit a personality that demonstrates interpersonal skills to relate well with students, staff, administration, parents and the community.
7. Demonstrate the ability to communicate effectively in English, both orally and in writing, using proper grammar and vocabulary.
8. Ability to work with a diversified school District, bilingual preferred.
9. Provide proof of U. S. citizenship or legal resident alien status by completing Federal Form I-9 in compliance with the Immigration Reform and Control Act of 1986.
10. Provide evidence that a criminal record history check has been conducted and

JOB DESCRIPTION

PATERSON BOARD OF EDUCATION

4816 Public Information Officer
Page 2 of 5

clearance has been given by the Department of Education. During the initial six month period provide a sworn statement that the individual has not been convicted of a crime or a disorderly person's offense in accordance with 18A:6-7.1.

11. Provide evidence that health is adequate to fulfill the job functions and responsibilities, with reasonable accommodation pursuant to 42 U.S.C. 12101 and in accordance with N.J.A.C. 6:3-4A.4.
12. Pass the state required Mantoux Intradermal Tuberculin Test as required by N.J.A.C.6:3-4A.4.
13. Meet such alternatives to the above qualifications as the Superintendent may find appropriate and acceptable.

VERIFICATION OF COMPETENCY:

1. District application and resume.
2. Official college transcript.
3. A minimum of three letters of reference from former employers or other professional sources.
4. Employment interview.

EMPLOYMENT TERMS:

The Public Information Officer shall be employed under the following terms:

1. Work year of twelve months.
2. Salary, benefits, leave time and conditions as negotiated.
3. Conditions established by all laws and codes of the State, and all policies, rules, and regulations established by the Board of Education (N.J.S.A. 18A:27-4 et. seq.).

JOB FUNCTIONS AND RESPONSIBILITIES:

Public Information Officer shall:

1. Review district policy for public information to the Superintendent of Schools for approval.
2. Create and distribute a newsletter regarding district activities at regular intervals as established by the Superintendent.
3. When required, create and air public access cable television, Facebook, Twitter, and text announcements featuring district activities.

JOB DESCRIPTION

PATERSON BOARD OF EDUCATION

4816 Public Information Officer

Page 3 of 5

4. Prepare clear and concise reports, news releases, media advisories, speeches, talking points, and other communications as needed.
5. Oversee District website, District All Call, and weather announcements
6. Responsible for Board Recognition Events, Community Forums, and District events.
7. Support fellow district leadership and other staff in meetings or media events as needed.
8. Review and recommend changes appropriate to the maintenance of a positive district image to fellow cabinet level staff.
9. Develop and maintain a district calendar for cabinet level staff.
10. Display ethical and professional behavior in working with students, parents, school personnel, and outside agencies associated with the school.
11. Serve as a role model for students and staff in demonstrating positive attitudes, appropriate attire and grooming, and an effective work ethic.
12. Participate in appropriate in-service and workshop programs and attend all required meetings.
13. Use computers and/or electronic equipment to fulfill job functions.
14. Protect confidentiality of records and information about staff, and use discretion when sharing any such information within legal confines.
15. Adhere to federal statutes and regulations, New Jersey school law, construction codes, State Board of Education rules and regulations, Board of Education policies and procedures, and contractual obligations.
16. Perform any duties and responsibilities that are within the scope of employment, as assigned by the Superintendent, and not otherwise prohibited by law or regulation.

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential responsibilities and functions of the job and are not meant to be all inclusive. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential responsibilities and functions of the job.

Unless reasonable accommodations can be made, while performing this job the staff member shall:

1. Use strength to lift items needed to perform the functions of the job.

JOB DESCRIPTION

PATERSON BOARD OF EDUCATION

4816 Public Information Officer
Page 4 of 5

2. Sit, stand and walk for required periods of time.
3. Speak and hear.
4. Use close vision, color vision, peripheral vision and depth perception along with the ability to focus vision.
5. Communicate effectively in English, using proper grammar a vocabulary. American Sign Language or Braille may also be considered as acceptable forms of communication.
6. Reach with hands and arms and use hands and fingers to handle objects and operate tools, computers, and/or controls.

ENVIRONMENTAL DEMANDS:

The environmental demands described here are representative of those that must be met by an employee to successfully perform the essential responsibilities and functions of the job and are not meant to be all inclusive.

1. Exposure to a variety of childhood and adult diseases and illnesses.
2. Occasional exposure to a variety of weather conditions.
3. Exposure to heated/air conditioned and ventilated facilities.
4. Exposure to a building in which a variety of chemical substances are used for cleaning, instruction, and/or operation of equipment.
5. Function in a workplace that is usually moderately quiet but that can be noisy at times.

EVALUATION:

The Superintendent of Schools shall evaluate the Public Information Officer in accordance with Policy No. 3223 and Regulation Nos. 3223.1 or 3223.2, this Job Description and such other criteria as shall be established by the Board of Education.


Approved

05/22/2018
Date