

PUBLIC INFORMATION OFFICER

JOB SUMMARY

Under administrative direction, plans, develops, and implements a comprehensive public information and communications program in strategic alignment with District vision and mission; develops and maintains effective media, community, and public relations; manages marketing and internal/external outreach strategies; coordinates special events; and manages crisis response and emergency management.

DISTINGUISHING CHARACTERISTICS

This position is distinguished from other Innovation and Instructional Support staff by the incumbent's professional responsibility and high degree of independent judgment required to act as the District's representative for public relations and communications, serving in an influencer capacity for the District.

SUPERVISION RECEIVED AND EXERCISED

The Public Information Officer receives supervision from and is evaluated by the Assistant Superintendent of Innovation and Instructional Support or other assigned Executive Cabinet level administrator. The PIO evaluates and provides direct supervision to assigned staff, and the incumbent serves as a professional advisor to District leadership and staff regarding public relations and communications.

EXAMPLES OF DUTIES - Duties may include, but are not limited to, the following:

- Administers and oversees the District Public Relations, Public Information, Communications, and Crisis Response and Emergency Management programs and activities, providing strategic advice to Executive Cabinet and Board of Trustees regarding media relations, marketing campaigns, national, state, and local advocacy, and community outreach; leads all District public relations and marketing plans or projects including oversight of associated District personnel and contractors as necessary.
- Provides professional guidance and consultation in leading communication efforts during crisis situations and emergencies, serving as a spokesperson for the District to staff, the community, and the media.
- Collaborates and consults with members of the Superintendent's cabinet, department heads, District staff, and stakeholders regarding public communications and public relations; serves as liaison between the District and external agencies and media organizations.
- Manages and monitors all social media platforms daily to gauge public perception and concerns as it is related to the District; responds to and communicates with stakeholders through these platforms in alignment with the District's core values.
- Develops, edits, and manages content and correspondence for District publications such as web pages, social media, publicity materials, official documents, advertising, advocacy, and marketing materials.
- Coordinates district photography, video productions, and interviews for marketing and advertising campaigns and initiatives as well as social media platforms.
- Maintains photo, video, and graphic archive databases of various publicity/informational materials and content for internal and external use.

- Writes, edits, and distributes various documents, including speeches and recognition event script, news releases, articles, and opinion pieces, to appropriate media and outlets and for appropriate administrators.
- Creates, designs, and executes high-quality major publications including the development of templates and layout of copy for information brochures, pamphlets, maps, catalogs, newsletters, web pages, and other related materials to align with the District brand.
- Receives, verifies authorization and prepares approved global emails for distribution to District office staff; assists department in the preparation of global messages as necessary.
- Coordinates a variety of research and data gathering functions in relationship to District programs, activities, and services; responds to appropriate public records requests.
- Monitors local, state and national public opinions related to education and the District; proactively collaborates with other industry professionals, networks, and organizations to remain current with latest education and community relations trends and practices.
- Fosters and maintains relationships with all relevant and appropriate media outlets, District partners, community organizations, and nonprofits;
- Orders supplies and issues purchase orders; prepares contracts and supporting information for approval.
- Maintains current knowledge of emerging technologies and trends on media and communication, computer graphic design and publishing, and web technologies.
- Attends a variety of meetings and conferences for the purpose of obtaining and disseminating information.
- Coordinates and advises on the planning and preparation of District functions and special events.
- Directs the work of others as required.
- Perform related duties as assigned.

EMPLOYMENT STANDARDS

Any equivalent combination of training, education, and experience that demonstrates the applicant likely to possess the required knowledge, skill, and ability to perform the job duties:

Education: Bachelor's Degree in Communications, English, Journalism, Public Relations or related field. Accreditation in Public Relations is desirable.

Experience: Five (5) years of experience performing professional-level duties in public information, public relations, or related media services demonstrating mastery of communications skills. Experience working or volunteering in public schools is desirable.

Knowledge of:

- Principles, techniques, and practices of public relations, information, communication, journalism, marketing, and advertising;
- Principles, techniques, and practices of crisis response and emergency management;
- Research and interview techniques, methods, and procedures;
- Publication design, editing and writing;
- Technical principles of web page publishing and social media authoring;
- General organization and services provided by public agencies, particularly in the area of education;
- General principles of print processes, techniques and procedures;
- Media operations and procedures in the context of information dissemination;
- Media contacts appropriate to news and feature stories;

- Oral and written communication skills;
- District organization, operations, policies and objectives;
- Operation of a computer, digital camera and other specialized software utilized for communication in a variety of media publications;
- Interpersonal skills using tact, patience and courtesy;
- Correct English usage, grammar, spelling, punctuation and vocabulary.

Ability to:

- Coordinate news releases and publications to inform the public, and participants of the programs, services and events;
- Write, assemble, and edit a variety of materials that are creative, descriptive, technical, and factual;
- Operate a computer, digital camera and related office equipment such as a copier, fax machine, and printer;
- Respond to sensitive matters with discretion and tact;
- Interpret and apply rules, laws, codes, and policies pertaining to the District;
- Remain abreast of the emerging and changing social media technologies;
- Analyze situations accurately and recommend an effective course of action;
- Communicate effectively, both in oral and written form;
- Plan, prioritize, and organize work within established timelines;
- Work independently with minimal direction;
- Direct the work of others as required;
- Establish and maintain a cooperative relationship with those contacted in the course of assigned duties;
- Diplomatically handle conflicts and improve interpersonally strained situations;
- Demonstrate mental acuity sufficient to perform the essential functions of the position;
- Demonstrate empathy, friendliness, patience and responsibility;
- Effectively set goals, lead others, and select, train, evaluate and manage staff;
- Take initiative;
- Effectively prioritize, handle and respond to changes at work as well as to competing and/or difficult situations as they arise;
- Effectively work in a team environment;
- Effectively facilitate group discussions to make sound decisions;
- Be motivated to produce high quality work product;
- Comprehend and follow directions;
- Maintain a work pace appropriate to the position;
- Work within strict time lines and stressful situations;
- Reason in the abstract, process information, make appropriate decisions, and make accurate calculations;
- Be motivated to excel, be participative and energetic;
- Demonstrate attendance sufficient to complete the duties of the position as required.

License: Possession of a valid State of California Class C driver's license.

PHYSICAL STANDARDS:

The work environment and physical demands of the position, as described below, are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals to perform the essential functions of this position.

Work Environment: The incumbent works in an office environment; occasionally exposed to outside weather conditions; will be required to use an automobile in the course of employment; will be required to attend evening meetings and some travel; and may be required to work some weekends; and may work with video display terminal for prolonged periods. Noise level in the work environment is usually moderate. The incumbent has direct contact with the public, students and other employees in person and through telephone, electronic mail, and other written communications, requiring the ability to effectively manage a high volume of work despite frequent interruptions. Some interactions resulting from these contacts can result in stressful situations that are a regular part of the work environment.

Physical Demands: Primary functions of the position require sufficient physical ability and mobility to work in an office setting as follows: to stand and walk for extended periods of time; to twist at the neck and trunk; to bend at the waist, stoop, and kneel; to see, with or without correction, within normal visual range in addition to possessing specific vision abilities required by this job; to hear within the normal audio range with or without aid; to communicate orally and in writing in order to exchange information with others. Regular physical attendance at work is an essential requirement of this job classification. In addition, operation of a motor vehicle with a valid Class C Driver's License.

The information contained in this physical standards description is for compliance with ADA and is not an exhaustive list of duties performed. The individuals in this job perform additional duties and additional duties may be assigned.

PUBLIC INFORMATION OFFICER	
Personnel Action	Personnel Action Date
Adopted by the Personnel Commission:	10/23/2023