MT. DIABLO UNIFIED SCHOOL DISTRICT

Public Information and Community Relations Officer

PRIMARY FUNCTION

The Public Information and Community Relations Officer (PIO) plans, develops, organizes and administers all aspects of the district's communication, public information, and community relations endeavors. Provides leadership and direction for the district's public relations, marketing, and community outreach programs, media relations, employee communications, and corporate and governmental relations on a local, state and national basis.

DIRECTLY RESPONSIBLE TO

Superintendent

ESSENTIAL FUNCTIONS

- Develop and implement an effective district-wide strategy to effectively communicate with staff and constituents, and establish and maintain positive relationships with multiple stakeholders.
- Develop and continuously enhance an integrated communications network within and between departments/sites, other divisions in the district and the community in order to support an effective work environment; communicate Board policies, objectives and service innovations to District staff and the general community; facilitate the dissemination of information about and the utilization of services provided by the District.
- Develops comprehensive plans, strategies and approaches for the purpose of marketing the image of MDUSD to staff, parents, community constituents, governmental organizations, and local and regional media.
- Works closely with the Superintendent's Executive Cabinet to facilitate communication and ensure implementation of state objectives in a timely and efficient manner.
- Represent the District's communications needs as a strategist with the Superintendent's Cabinet.
- Attend community functions as a District representative.
- Meet regularly with community representatives to communicate District objectives and needs in order to garner support for students and staff.
- Provide assistance to the Superintendent and other District leaders on communication protocol, including sensitive and/or confidential matters.
- Coordinate media communication in emergencies, critical incidents, and high-profile situations.
- Support implementation of the District's Local Accountability Area Plan (LCAP), especially as it relates to parent/guardian and community engagement.
- Coordinate and develop surveys to enhance the District's communication and

partnership objectives.
- Oversees the graphic and digital content staff and production of materials (e.g. website, public cable television channel, marketing materials, newsletters, etc.) for the purpose of achieving organizational objectives, and ensuring compliance with legal, and financial requirements.
- Act as a liaison between site and/or district administrators in gathering and sharing factual information with the media and public at large.
- Suggest ways to position the District with civic and business leadership and Board of Education members on issues that have a direct, strategic impact on the core initiatives.
- Develop and maintain brand image, positioning, and messaging for the District.
- Develop district-wide advertising and public relations campaigns and collateral materials to market MDUSD.
- Serves as Superintendent's spokesperson and representative as needed for the purpose of providing information in highly sensitive, complex and or emergency situations as directed.
- Attends board meetings as a media resource person, provides board meeting support, monitors and assists in the updating, revision and development communication relating to board meetings and board events.
- Maintains current knowledge of pertinent laws, rules and regulations.
- Performs other duties as assigned.

QUALIFICATIONS:

Knowledge and Skills

- Perform multiple, technical tasks with a need to occasionally upgrade skills in order to meet changing job conditions.
- Specific skill based competencies required to satisfactorily perform the functions of the job include: operating standard office equipment including utilizing pertinent software applications; planning and managing multiple projects; and developing effective working relationships.
- Perform algebra and/or geometry for data-based presentations; review and interpret highly technical information, write technical materials, and/or speak persuasively to implement desired actions; and analyze situations to define issues and draw conclusions.
- Specific knowledge based competencies required to satisfactorily perform the functions of the job include: principles, procedures and practices used in mass communication and public relations; media, public, and professional outreach and communication techniques; public education goals, issues, programs, achievements and challenges;organizational and time management; concepts of conflict resolution; pertinent codes, policies, regulations and/or laws.
- Ability to schedule a significant number of activities, meetings, and/or events; routinely gather, collate, and/or classify data; and use job-related equipment.
- Flexibility is required to independently work with others in a wide variety of circumstances; work with data utilizing defined but different processes; and operate

equipment using standardized methods.
- Ability is also required to work with a significant diversity of individuals and/or groups; work with a variety of data; and utilize a variety of job-related equipment.
- Independent problem solving is required to analyze issues and create action plans.
- Problem solving with data requires independent interpretation of guidelines; and problem solving with equipment is moderate.
- Communicate with extreme tact with diverse groups; meet deadlines and schedules; set priorities; working as part of a team; flexible to changing conditions; make quick and accurate decisions; work with multiple projects; deal with frequent interruptions and changing priorities; maintain confidentiality; and facilitate communication between persons with frequently divergent positions.
- Skill in the use of English language, grammar, spelling, punctuation and vocabulary; operate office machines including computer equipment and specified software. Skill in typing, taking and transcribing dictation with accuracy and speed.

EDUCATION AND EXPERIENCE

Education

Bachelor's Degree from an accredited college or university with major coursework in communications, English, public relations, journalism, marketing, or related field; or a combination of education and experience equal or comparable to degree; Teaching or Administrative credential preferred. Master's Degree preferred.

Experience

Five years of increasingly responsible experience in public education institutions, large public agencies, or private sector entities.

Physical Abilities

Hear and speak to exchange information in person and on the telephone; communicate so others will be able to clearly understand normal conversation; dexterity of hands and fingers to operate a computer keyboard and manipulate paper; see to read, prepare documents and reports; sit or stand for extended periods of time; work at a desk, conference table, or in meetings in various configurations; hear and understand speech at normal levels; kneel, bend at the waist, reach overhead, above the shoulders and horizontally; lift objects weighing up to 25 pounds.

DMA, Confidential Unit
Range 633

(Adopted by the Board of Education March 10, 2021)