

LOS ALAMITOS UNIFIED SCHOOL DISTRICT
Office of the Personnel Commission

CLASS TITLE: COMMUNICATIONS AND PUBLIC INFORMATION OFFICER

BASIC FUNCTION:

Under the direction of the Superintendent, implement and manage a comprehensive communications, public information and community engagement program for the District. Provide strategic leadership and management of the District's communication and public information strategies and maintenance of community partnerships to create an enhanced understanding and awareness of the District's programs, services, special events and projects.

REPRESENTATIVE/ESSENTIAL DUTIES

1. Work directly with the Superintendent and Cabinet to plan, develop, organize and direct a highly visible, strategic and comprehensive communication and public information program to enhance the District's communication and image to its wide variety of constituents.
2. Plan, organize, and coordinate the flow of communication and public information to internal and external stakeholders pertaining to the District, school events and activities, and initiatives.
3. Design, create and implement communication strategies that maximize community and stakeholder engagement.
4. Effectively create a variety of digital and print content; effectively manage a full range of tools, including web, video, and social media and assess what tool is appropriate for what purpose and with what impact. Monitor web and social media content developed and published by other departments and sites.
5. Develop and manage content of District communication tools, including websites, press releases, photo opportunities, video, announcements to the community, social media, email and phone messaging, etc.
6. Manage an array of public and internal information activities utilizing multiple sources including print, video, television, radio, online media and mobile applications.
7. Participate as a member of the Superintendent's Cabinet and work closely with members of the District's Management Team to support District mission, vision and goals.
8. Manage and coordinate communications and public relations during significant events including potential crisis situations. Train District staff for such events, assuring timely and effective communication.
9. Serve as a spokesperson for the District and liaison with the media.
10. Promote school site and District-wide events using various public relations techniques and marketing methods. Visit schools/school activities and assist schools with events and publications. May attend events to, photograph, film and report on events.
11. Establish and maintain strong partnerships and represent the District with community and school groups; meet with various constituents, government and community groups to obtain and provide information.
12. Facilitate parent and community involvement in schools in ways that positively impact student learning and community engagement.

13. Create and coordinate preparation of high-level communications such as speeches, video content, press releases, articles and other media releases to provide consistent, accurate and coordinated messaging concerning District operations and activities.
14. Oversee the management of all content on District website including strategic placement of information and oversight of content accuracy and relevance.
15. Provide training for the Board of Education, administrators and other staff members regarding effective communication strategies with the community and media.
16. Prepare and support a wide variety of confidential materials related to District business, personnel, students, negotiations, and District policies.
17. Attends District Board Meetings and other meetings as directed by the Superintendent.
18. Represent the Board of Education and the Superintendent at various District and community events.
19. Coordinate and support District legislative advocacy activities.
20. Serves as a District liaison for receiving Public Records Act Requests communication and ensures delivery to appropriate personnel in a timely manner.
21. Carry out all other duties as assigned by the Superintendent.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Operational characteristics, services and activities of modern communications plans.
 Public school systems and structures, preferable.
 Principles and practices of public relations, community relations and communication programs.
 Leadership and crisis management.
 Methods of production of electronic and print journalism.
 Principles and methods of preparing information, news releases, video creation, photography, and editing and printing material for publication.
 Public speaking and presentation skills; written and verbal communication.
 Preparation of video content, newsletters, websites, reports.
 Group facilitation techniques; conflict negotiation and problem-solving techniques and methods.
 Social media applications.
 District organization, policies, rules and regulations.
 Laws, codes, rules and relations related to school districts and assigned activities.
 Interpersonal skills using tact, patience and courtesy and collaborative working skills.
 Analytical and critical thinking skills.

ABILITY TO:

Plan, organize and administer a complex, comprehensive strategic communication plan
 Communicate effectively and at the highest level of competence in the English language, both orally and in writing.
 Collaborate with diverse community and agency partners.
 Organize, layout and publish digital and print material.
 Understand and follow oral and written instructions.
 Multitask and work in an organized and detail-oriented manner; meet schedules and time lines.
 Produce and develop a variety of media content.
 Speak publicly, both formally and extemporaneously, before a variety of diverse groups in an effective manner.

Analyze problems quickly, examine alternatives and recommend solutions
Operation of a computer, audio-visual equipment, video equipment and a variety of software applications to produce a variety of content.
Work confidentially and with discretion.
Exercise judgment and discretion in the absence of supervisors.
Work independently with little direction.

EDUCATION/EXPERIENCE:

Bachelor's degree in public administration/relations, communications, journalism or related field.
Three or more years of experience coordinating community relations, public information or corporate relations preferred.

LICENSES AND OTHER REQUIREMENTS:

Possess and maintain a Valid California Driver's License (Class "C" minimum) and remain insurable at the standard insurance rate.

PHYSICAL AND MENTAL DEMANDS:

The physical and mental 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.

Physical Demands

While performing the duties of this job, the employee is required to hear and speak to exchange information in person or through the use of technology, use hands to finger, handle, feel or operate objects, tools, or controls and reach with hands and arms. The employee is occasionally required to stand, sit, taste and/or smell. The employee is required to frequently walk and stand to access work areas and equipment; stoop, kneel, or crouch to access or place objects or equipment; carry, lift, push or pull moderately heavy objects, ascend and descend stairs and ramps, and will involve walking or standing for extended periods. The employee may regularly lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception and the ability to adjust focus.

Mental Demands

While performing the duties of this class, employees are regularly required to use written and oral communication skills; read and interpret data, information and documents; analyze and solve problems; observe and interpret situations; learn and apply new information or skills; work under deadlines with constant interruptions; and interact with District staff, students, staff, parents, the public, and others encountered in the course of the work; occasionally required to deal with people in conflict and crisis situations.

WORK ENVIROMENT:

Employees work in a fast-paced and sometimes high-pressure office and off-site settings where the noise level is usually moderate. The employee travels to a variety of school and off-site facilities for meetings and events. Working conditions may include regular exposure to fumes, dust, odors, cleaning agents and chemicals. Exposure to hot, cold, wet, humid, or windy conditions caused by weather may also occasionally be experienced.

WORK YEAR: 12 months (Includes 21 days paid vacation per year)
SALARY RANGE: Administrative Salary Schedule Range VI

ADOPTED BY PERSONNEL COMMISSION: MAY 5, 2021
ADOPTED BY BOARD OF EDUCATION: MAY 11, 2021