Sequoia Union High School District

Job Description

JOB TITLE: Public Information Officer
CLASSIFICATION: Management
SALARY SCHEDULE: Classified Management
LEVEL: VI
LOCATION: District
BOARD APPROVAL: October 27, 2021

DEFINITION

The primary duties of the Public Information Officer are to plan, develop and implement the District's public relations and public information programs, organize and prepare public information, serve as a communication consultant for District staff and school sites and disseminate information using a variety of methods and media. The Public Information Officer (PIO) is under the general supervision of the District Superintendent and serves as an adjunct to senior staff. The PIO provides senior-level communications counsel and support to District and school leadership relating to issues, initiatives, and events affecting the reputation and public trust of the District and its schools.

The PIO also provides management, and expertise in the development and implementation of an internal and external communications program that supports the mission, vision, and goals of the District and its schools. The PIO develops, and implements strategic communications regarding all aspects of the District's public information program; advises upon and manages effective media, community, and public relations; and facilitates a variety of public information and community relations activities, events, projects, inclusive to internal and external communications.

ESSENTIAL DUTIES

- Develop and implement an annual strategic communications plan aimed at (1) earning a reputation districtwide of excellence in public education, and (2) fostering increased awareness and understanding of the District and its schools.
- Identify periodic and ongoing communications needs and priorities, and develops strategies, plans, and initiatives to address the needs and priorities.
- Initiate and develops a comprehensive media relations function to (1) respond to media inquiries, (2) position District leaders and staff as expert media sources locally, regionally, and nationally, and (3) facilitate proactive media efforts.
- Maintain the district's website and serve as the district-wide resource on web issues; support crisis and emergency communication planning and efforts.
- Serves as the central clearinghouse of all media interactions with the District and/or its schools.
- Serves as the primary media spokesperson districtwide, and a liaison with other districts, government agencies, and community-based organizations; prepares other leaders and staff for interactions with the media.
- Respond to public and staff requests for information and provide assistance on routine matters as well as sensitive and confidential situations. Receive and process all Public Records Act requests in a timely manner.

- Develop a comprehensive communications program for diverse audiences, using a variety of media and techniques; prepare and disseminates new releases, highlights, informational materials, brochures and pamphlets concerning board policies and actions, educational programs and activities, and general information about the school district. Including, speeches, presentations, reports, bylined articles, letters, and other communications for the Superintendent and other senior leaders.
- Oversee development of communications materials utilizing multiple channels,including print, electronic and new media.
- Perform special projects and prepare various forms and reports on behalf of the Superintendent; identify opportunities to increase superintendent presence with internal and external stakeholders to amplify communication efforts.
- Plan and coordinate special events and activities as required; perform varied duties related to the Superintendent's responsibilities; schedule student, staff, and community recognitions; assist in coordinating the annual convocation, employee meetings, and other Superintendent forums for internal audiences.
- Develop and assists in maintaining positive working relationships with business and community leaders, area educators and administrators, elected officials, opinion leaders, and other key constituencies.
- Coordinate stakeholder engagement meetings and other districtwide meetings and events targeting key external constituencies.
- Maintain and regularly updates a working knowledge of the District and its schools, and the local school community.
- Monitor external developments and trends in public education, as well as the communications budget.
- Perform other related duties as assigned.

REQUIRED QUALIFICATIONS

- Graduate's degree in English, Public Relations, Public Administration, Communications or closely related field or the equivalent experience
- Minimum three years of experience in marketing and/or communications
- Experience working in a public school arena is desirable
- Ability to speak Spanish preferred

KNOWLEDGE, SKILLS, AND EXPERIENCE

- Manage multiple projects with a demonstrated ability to complete tasks within established timeframes.
- Skill in current computer applications such as word processing, presentation preparation software, and spreadsheets/databases.
- Ability to perform a variety of complex communications work involving the use of independent judgment and requiring accuracy, speed, and a deadline-oriented environment.
- Work flexible hours, and adjust to flexible assignments often with short notice.
- The ability to interact and apply school district policies, laws, rules, and regulations.
- Analyze situations and make decisions in procedural matters without immediate supervision.
- Exceptional technical writing skills.
- The ethics and standards of the public relations/public information profession. Concepts, practices, and procedures relating to strategic communications plan development.
- Media relations, internal communications, and community relations.
- The responsibility of serving as a media spokesperson.

- Effective methodologies for leading, motivating, and delivering results through collaboration with diverse colleagues and constituencies.
- The role of communications in management oversight of strategic planning, organizational development, and operations.
- Associated Press (AP) style.
- Research methodology.
- Interacting effectively with senior management and staff at all levels and with diverse internal and external constituencies.
- Diplomacy, discretion, and integrity, particularly when dealing with sensitive or confidential matters.

PHYSICAL REQUIREMENTS AND WORKING CONDITIONS

- Dexterity of hands and fingers to operate a computer keyboard.
- Hearing and speaking to exchange information.
- Seeing to read a variety of materials and view a computer monitor.
- Sitting or standing for extended periods of time.
- Lifting, carrying, pushing or pulling moderately heavy objects as assigned by the position.
- Bending at the waist, kneeling or crouching.
- Reaching overhead, above the shoulders and horizontally.

ENVIRONMENT

Office environment

OTHER REQUIREMENTS

May require willingness and ability to work evening hours and adjust workday by using flex hours. May require a valid California Driver License, and willingness and ability to travel to various sites within the Bay Area.