Job Summary:

Under the direction of the Superintendent/designee, this position plans, organizes, controls, and directs an effective communications program that is proactive and responsive in the promotion and dissemination of information regarding District issues and coordinates its regular evaluation, including the District programs of public information and marketing, internally and externally; manage and assist district staff with a wide variety of multimedia, website, social media, and other communication activities designed to educate the community and promote support for the Lake Elsinore Unified School District. Establishes and maintains cooperative relationships with all news media, including radio, television, and print. Acts as District spokesperson; reviews District information for content, accuracy and effectiveness. Inform and educate employees, parents, students, media, businesses, government entities, community organizations and the general public regarding District programs, policies, expectations and successes; Projects an image of excellence by celebrating District accomplishments; and supervises and evaluates the performance of assigned personnel.

Minimum Required Qualifications:

1. Education/Experience: Minimum three (3) years successful experience performing communications, marketing, public relations, and/or journalism work at the professional level. Experience working directly with public school districts is highly desirable; Bachelor's degree required in Journalism, Marketing, Communications, Public Relations, English, or related field; Master's Degree desirable.
2. Knowledge of: Highly skilled in the areas of communication and interpersonal skills; Principles of publication methods; Principles of organization, operation, and supervision of a District communications office; Principles, practices, and techniques of communications and public relations; Technical aspects of field of specialty; Principles and practices of effective management; Current technology and office procedures, methods of print, audio, video, social, web based and multimedia presentations; computer equipment, interactive social media platforms and software applications necessary to perform required duties; Principles of utilizing graphic design/infographics to communicate complex information effectively to a variety of audiences; Understanding of the importance of treating individuals with dignity and respect; Comprehensive knowledge of applicable law, regulations, and procedures; District organization, operations, policies, and objectives; Budgeting practices regarding monitoring and control; Correct English usage, grammar, spelling, punctuation, vocabulary, composition, and mathematics; Oral and written communication skills; Telephone techniques and etiquette; Outstanding public relations techniques; and Collective Bargaining Agreements.
3. Ability to: Serve as District spokesperson to the media, general public, and District personnel; Provide counsel to District staff on marketing, branding, webpages, social media platforms, communications, and public relations issues; Respond calmly and effectively in emergency or confusing situations; Prepare and deliver speeches and other oral/audio-visual presentations; Develop and implement communications and public relations strategies; Edit and prepare clear, complete, and concise reports, policy statements, and other written materials; Produce effective, meaningful written communications; Determine and retain privileged communications; Utilize a

variety of computer equipment, social media platforms, and software with the ability to quickly master new applications; Ability to efficiently navigate and utilize computer hardware, software, and cloud based applications for purposes of communication. Plan, organize, and administer comprehensive/effective communications and public relations programs; Administer assigned budgets and allocation of funds; Communicate effectively orally and in writing; Speak and write within parameters of state/implied policies (such as confidentiality); Write in a clear and concise manner for broad public appeal and interpretation; Gain cooperation through dialogue and persuasion; Analyze situations carefully and adopt an effective course of action; Interpret, apply, and explain administrative and Governing Board policies, laws, and regulations; Plan, organize, and prioritize work to meet multiple schedules and deadlines while managing tasks simultaneously; Works independently and under pressure; Understand, analyze, and prepare comprehensive narrative and statistical reports; Establish and maintain effective/cooperative working relationships with District staff, community members, and business contacts; Supervise and evaluate the performance of assigned staff.

4. Licenses/Testing: Valid CA Driver's License and evidence of insurability; Criminal Justice Fingerprint Clearance, and negative pre-employment drug screen test/negative TB results.

Essential Functions:

The Public Information Officer provides district-wide support in the following areas:

- Directs the planning, development, implementation and regular evaluation of a comprehensive District-wide marketing and public relations program to enhance the District's image to its wide variety of constituents;
- Research, write, fact-check, edit and post/place articles/releases reflecting program of work at district as well as event promotion;
- Initiates and coordinates media coverage, and acts as District spokesperson, available to the press during office hours and on call at other times; Plans/coordinates an effective press relations program; maintains close working relationship with media representatives, meeting regularly with reporters and holding press conferences as appropriate;
- Develops, and provides support to district personnel, in the implementation of social media strategies. Coordinates frequent and timely social media posts on appropriate social media platforms.
- Maintains and updates district website content, news, and graphic layout. Provides support and guidance to district personnel related to site and division websites.
- Promotes newsworthy material from District/site personnel including, but not limited to information on service events, student activities, recreational/sporting activities, shows and exhibits, and other District-related matters;
- Establishes an effective means of communication with District employees; prepares and distributes electronic and regular newsletters; provides information to news media, District staff and community; prepares, edits and disseminates news releases, public service announcements, and news advisories, regarding the District's programs, policies, events, efforts, and related information;
- Works closely with the Board and/or Superintendent in solving public relations problems, issues, and concerns;

- Provides oral and written communications dealing with educational, financial, human resource, student, parent, and political issues;
- Provides technical assistance to District and site level staff in the implementation and effective use of websites, social media platforms, infographics and informational material, communication procedures and media relations, as requested.
- Reviews communication material created by District departments for efficiency and public information value, as well as information to be posted on the District website
- Assists in the collection of, synthesis of, and dissemination of data to increase understanding and adopt an effective course of action regarding District objectives, programs, solutions to problems, and celebration of achievements;
- Assists in District communication regarding employee negotiations and the development/dissemination of information during general obligation bond elections;
- Responds to District emergencies as appropriate;
- Plans, organizes, and develops video/multi-media productions for Board Meetings, Employee Recognition, and other events.
- Assists with the District's communication through its website and social media platforms;
- Plans and coordinates marketing and public relations activities, programs and events for purposes of community outreach and parent engagement;
- Writes or reviews speeches, articles and scripts for Members of the Board of Education, Superintendent, and District staff as requested; responds to correspondence, and develops remarks for public events;
- Invites/coordinates guest presentations at Governing Board meetings; plans and implements Board recognitions;
- Serves as District representative to the Chamber of Commerce and represents the District at service organizations and community events as requested;
- Develops and maintains a district-wide calendar of events;
- Attends all Governing Board meetings and serves as a liaison to the media; coordinates requests for interviews and programs; and provides results of Board action as appropriate;
- Develops a marketing program to attract new students and involve local businesses to sponsor programs and volunteer in District schools;
- Coordinates District participation in charitable contribution campaigns;
- Directs the preparation and maintenance of a variety of narrative and statistical reports, records, and files; prepares agendas and memos;
- Develops and implements long and short-term plans and activities;
- Assures accurate and timely dissemination of information;
- Serves on committees as appropriate;
- Writes and revises policies and administrative regulations pertaining to assigned functions;
- Keeps informed of current trends in communications**,** public relations, public education and other pertinent areas, such as federal, state and local laws and District regulations and procedures;
- Assist with the development of district office/school cultures that welcome and encourage customer satisfaction;

- Attends and participates in a variety of staff development and meetings; Participates in/or coordinates professional growth activities;
- Maintains and carries out adopted policies of the Governing Board and district administration; Provides administrative leadership through the use of various strategies to develop support for District and school programs;
- Shall delegate functions and responsibilities to qualified assistants (if applicable) in such manner that the total program operates effectively and provides professional development for personnel;
- Assures timely communications between assigned office and District employees; Resolves issues as appropriate; Diffuses difficult situations; Exercises independent judgment in the use and interpretation of District policies and procedures; Works independently with minimal direction;
- Works collaboratively with the Superintendent, Governing Board, Cabinet, District Office staff members, principals, faculty, staff and parents utilizing courtesy, tact, and diplomacy; Establishes and maintains effective and cooperative working relationships with those contacted in performance of duties;
- Maintains the confidentiality of information used in personnel issues and/or District functions;
- Collaborates within a communication network along with other District/County-wide Public Information Officers/Coordinators of Community and Media Relations; Demonstrates a high visibility throughout the site and District, as well as strong, collaborative interpersonal skills;
- Ensures that visitors, including administrators, staff, parents, and the public are received by site staff members utilizing optimal customer service;
- Works independently, establishes and maintains project deadlines, manages multiple projects, works with a variety of individuals and groups, communicates orally and in writing, and travels to various locations;
- Manages and implements the District and school policies regarding student/parent rights and district-wide flyers;
- Assists with the preparation of federal, state, and locally required reports;
- Supervises and evaluates the performance of all assigned personnel in accordance with the District's adopted uniform guidelines for evaluation and assessment, recommends appropriate action in cases of substandard performances, and identifies and encourages individual staff members with leadership potential;
- Conducts meetings/conferences with faculty, staff, parents, community representatives, and other school advisory groups; Organizes and maintains a process providing input concerning the overall educational program from the community, parents/guardians and students;
- Performs other related duties as assigned.

Working Conditions:

1. Environment:
    a. Office environment at the District Office; Frequent visits to school sites, departments, and various public agencies/businesses; Governing Board meetings.
    b. Demanding timelines/Subject to frequent interruptions and daily contact with students, staff, parents, and the public.

   c. Subject to driving to a variety of locations to conduct work during day and evening hours – on call.
2. Physical Abilities:
   a. Dexterity of hands and fingers to operate standard office equipment, computer keyboard, other office equipment, and other equipment necessary to complete required duties
   b. Bending at the waist, kneeling or crouching, and reaching to retrieve/maintain files and records
   c. Reaching overhead – above the shoulders and horizontally
   d. Position requires occasional carrying, pushing, pulling or lifting up to 35 pounds
   e. Sitting and/or standing for extended periods
   f. Occasional bending at the waist, kneeling, or crouching to help students and staff
   g. Hearing and speaking to exchange information in person, on the telephone, and through email
   h. Occasionally reaching overhead, above shoulders, and horizontally
   i. Visual ability to read, prepare/process documents and small figures and to monitor various services & personnel
   j. Walking over rough or uneven surfaces
   k. Mobility to travel to various school sites, conference and workshops required
3. Hazards
   a. Extended viewing of computer monitor
   b. Working with and around office equipment having moving parts
   c. Outdoor supervision during extreme weather

Salary/Work Year:
Commensurate to Lake Elsinore Unified School District Classified Management Salary Schedule/245 days: FLSA Exempt

Supervision:
Superintendent of Schools/Designee

Approved: 10/08/2020