North Monterey County Unified School District

POSITION DESCRIPTION

Position Title:	**PUBLIC INFORMATION OFFICER (Confidential)**
Salary:	Classified Confidential – Grade II
Calendar:	12 Month
Reports to:	Superintendent

SUMMARY:

Under direction of the Superintendent, the Public Information Officer serves as the principal contact to the Superintendent and the Board of Education on all matters of a public relations or communications nature, and provides advice and assistance to other staff on matters related to communications and public information. A candidate will serve as primary contact for inquiries by members of the public, media, staff, community and local agencies. Develops, processes, and maintains proprietary and confidential information, both oral and written and assures the security of such data. Manages all public and internal information activities related to the school district.

The following statements are intended to describe the general nature and level of work being performed. They are not intended to be construed, as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified.

DUTIES AND RESPONSIBILITIES

The following is a list of duties that are representative of the position and include, but are not limited to:

Essential Duties:

- Manage all public and internal information activities related to the school district.
- Must be flexible and able to change projects or priorities on a frequent basis.
- Responsible for the handling of material of a confidential nature.
- Identify sensitive situations requiring attention of the Superintendent.
- Administer all webpage updates and newsletters from the Superintendent/Board.
- Write and disseminate press releases and manage media for the Board of Education and Superintendent.
- Assists with development, implementation, and data analysis of customer opinion surveys.
- Assists with coordination of partnership programs with parents, volunteers, businesses, and the community in general.
- Communicate with District personnel, representatives of community organizations and others regarding media and public information needs.
- Answer inquiries from teachers, parents, school administration, staff, outside agencies, and other authorities; provide appropriate information as required.
- Provide assistance on department and district policies and procedures when requested.
- Type a variety of material such as letters, reports, bulletins, memorandums, and documents, from rough drafts, oral instruction, including materials of a confidential nature, with responsibility for correct grammar, spelling, punctuation, syllabification and format.

• Develop and maintain high-level presentation materials to be used with internal departments, other school departments, public and outside agencies.
• Assist in the collection, preparation, and review of data from a wide variety of sources for reports, proposals, and other formal written communications; gather, classify, and summarize data.
• Operate office equipment such as a personal and networked computer and printers, typewriters, facsimile machines, copy equipment, voice messaging and electronic mail systems, telephone equipment and several types of software programs.
• Compile and assemble databases, charts, and tables as requested by, or in anticipation of supervisor's needs using several types of software programs
• Participate in ensuring all reports and correspondence achieve a high level of quality
• Review finished work for clerical accuracy, completeness, and compliance to established standards
• Prepare and update state, county, and District directories for respective agencies and requests from outside (non-state) agencies
• Perform other related duties as assigned by the supervisor
• Research Education Code for appropriate application/use

Other Related Duties:
• Plan District recognition programs
• Participate in available training to meet new safety and/or technology standards
• Attend meetings related to assignment

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.

QUALIFICATIONS

Education:
• Any combination of training, education, and experience equivalent to a Bachelor's Degree.

Experience:
• Combination of training and experience equivalent to five (5) years of progressively responsible clerical, administrative, secretarial, and/or technical experience, preferably in the field of public education/services, which has provided the applicant with the required knowledge and abilities to successfully perform job duties
• An understanding of the rudiments of print media and electronic media, particularly as they relate to news gathering and dissemination.
• Must have word processing, spreadsheet, and presentation software training and be able to generate reports, develop correspondence, and create presentations for meetings and workshops
• Experience and use of email systems, voice mail, and internet applications
• Training and experience in keyboarding, personal computer literacy, general clerical operations, and general accounting practices
• In use of modern office methods, procedures, and equipment, financial and other record keeping systems, receptionist and telephone techniques.

• Utilizing proper discretion in dealing with and handling confidential matters and information
• Experience, understanding, and maintaining cooperative and effective relationships with co-workers, District administrators, and the public
• Experience, understanding, and maintaining cooperative and effective relationships with persons of culturally and linguistically diverse backgrounds
• Must have advanced English usage, spelling, grammar, punctuation, and report and/or correspondence writing

Knowledge of:
• Basic English usage, spelling, grammar, punctuation, and report and/or correspondence writing
• Computer software application in word processing, spreadsheet, desktop publishing, data base, and presentation software
• Source documents and data entry verification
• Time management/organizational skills
• California State Education Code, Board Policies, Collective Bargaining Agreements

Licenses and Certificates:
• Possession of a valid Class C California driver's license (as appropriate to the assignment)

Desirable Qualifications:
• Ability to speak, read and write in Spanish
• Associate or Bachelor's degree highly desirable
• Previous experience in a school district or governmental entity
• Experience in public relations
• Knowledge of collective bargaining process and laws governing negotiations and grievances
• Leadership, coaching, and teambuilding skills to strengthen and cultivate relationships
• Strategic and analytical thinking skills with an ability to solve problems and make decisions
• Ability to use a consultative approach to resolving employee and labor relations issues
• Ability to apply deductive reasoning and draw conclusions in order to solve problems and facilitate decision-making processes
• Knowledge of the Internet, web page authoring tools, and virus protection software

Ability to:
• Perform under demanding and varied work schedules, with the ability to remain flexible and focused during interruptions and distractions
• Meet and deal effectively with the general public, staff members, parents, administrators and other contact persons using tact and good judgment
• Serve on committees as required or appropriate
• Understand and carry out assigned work with minimal supervision
• Take responsibility to use good judgment in recognizing scope of authority
• Clearly explain a wide variety of complex procedures and policies to individuals who have minimal knowledge of related processes and procedures

• Maintain confidentiality of information, and use proper discretion concerning confidential matters
• Analyze situations accurately and adopt an effective course of action
• Maintain and control multiple tasks/projects simultaneously with interruptions
• Maintain accurate and neat records and reports
• Present statistical material in table, chart, or graph form
• Research, document, and quickly apply clerical operations and procedures of the office/District
• Maintain patience and tolerance when working with "difficult" individuals • Plan, organize, and coordinate the work of others
• Compose letters and reports from oral or written instructions; at time compose correspondence independently
• Prepare and maintain statistical records and reports
• Use an alpha/numeric keyboard and standard office equipment effectively with a reasonable rate of speed and accuracy to successfully complete assignments
• Learn and use technology and computer software applications as appropriate to the work environment
• Learn, plan, formulate and execute federal, state, district, and departmental policies, procedures and directives, in accordance with assigned duties
• Read, understand, interpret, apply, and follow laws, rules, regulations, processes, policies, and methods of the office, the District, and the State of California
• Use initiative and judgment in discussing problems with the public and district staff, involving District practices and policies
• Deal effectively with a wide variety of personalities and situations requiring diplomacy, friendliness, poise, and firmness
• Establish and maintain co-operative relationships with those contacted during the performance of required duties, including students, school personnel, parents, vendors, co-workers, and the community
• Communicate effectively in the English language, both orally and in writing
• Understand and be sensitive to those of culturally and linguistically diverse backgrounds
• Understand and follow complex oral and written directions
• Perform mathematical calculations with speed and accuracy
• Maintain regular attendance and punctuality

PHYSICAL REQUIREMENTS:

• Physical, mental, and emotional stamina to perform the duties and responsibilities of the position
• Mental acuity to collect and interpret data, evaluate, reason, define problems, establish facts, draw valid conclusions, make valid judgments and decisions
• Manual dexterity sufficient to write, use the telephone, computer, calculator, and office machines at required speed and accuracy
• Vision sufficient to read handwritten and printed materials, and the display screen of various office equipment and machines
• Hearing sufficient to communicate in person and hold telephone conversations in normal range (approximately 60 decibels)
• Speaking ability in an understandable voice with sufficient volume to be heard in normal conversational distances on the telephone and addressing groups

• Physical agility to sit, stand, kneel, walk, push/pull, squat, twist, turn, bend, stoop, and to reach overhead
• Physical stamina sufficient to sustain light physical labor for up to 8 hours, sit and/or walk for prolonged periods of time
• Physical mobility sufficient to move about the work environment (office, district, school site to site) for sustained periods of time on hard flooring, climb slopes, stairs, ramps, and to respond to emergency situations
• Physical strength sufficient to periodically lift and/or carry 25 pounds of materials or supplies; occasionally lift 40 or more pounds with assistance
• Occasionally push and/or pull a variety of tools, equipment, or objects weighing 40 or more pounds; Indoor work environment

This job description is not intended to be all-inclusive. The employee will also perform other reasonably related business duties as assigned by the supervisor or other management

WORK ENVIRONMENT:

While performing the duties of this job, the employee regularly works indoors and may occasionally work outdoors. The noise level is usually mild to moderate.

The information contained in this job description is for compliance with the Americans with Disabilities Act (A.D.A.) and is not an exhaustive list of the duties performed. Individuals holding this position may perform additional duties and additional duties may be assigned.

Board Approved: 4/21/16