

PUBLIC INFORMATION OFFICER I

2104

DEFINITION

Implements communication and public information strategies in the identification and coordination of communications and public relations issues in the District.

TYPICAL DUTIES

- Establishes and maintains effective working relationships with newspaper, radio, and television personnel and personnel from other agencies and organizations for the purpose of creating good public relations for the District.
- Researches and compiles information and data and prepares news releases, feature articles, reports and scripts for release to metropolitan and community newspapers, radio and television stations, and other communications media.
- Arranges press conferences, ceremonies, and special events for District officials and important visitors.
- Edits and supervises the processing of official publications.
- Supports or serves in one or more of the local districts to facilitate communication strategies and media outreach.
- Obtains and provides information in response to requests from staff, media, personnel, and the public.
- Prepares special articles and reports explaining educational and administrative procedures and developments or special programs.
- Maintains a speakers' bureau for public and school purposes in cooperation with operating divisions.
- Represents the District and the administrative staff before the public concerning District policies and administrative procedures.
- Assists school administrators in improving communications programs with staff, students, parents, and the local community.
- Gathers and publicizes information about specially funded programs.
- May arrange and conduct in-service programs and deliver talks to District employees, students, parent groups, and others.
- May perform photographic work.
- Performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS AMONG RELATED CLASSES

A Public Information Officer I maintains good public relations by establishing and maintaining effective working relationships with representatives of mass communications media, education associations and various other agencies and organizations; visiting officials; and members of the staff; and prepares, processes, and edits official publications, press releases, and reports.

A Public Information Officer II plans, develops, supervises, and coordinates the more complex communications and public relations activities of the District while exercising more independent judgment.

The Director of Communications and Media Relations represents the District in the area of public information and communications, and directs the administration of the Office of Communications.

The Deputy Director of Communications and Media Relations assists in representing the District in the area of public information and communications, and acts as Director as required.

SUPERVISION

General supervision is received from the Director of Communications and Media Relations or the Deputy Director of Communications and Media Relations. Work direction may be exercised over clerical personnel or other office staff as assigned.

CLASS QUALIFICATIONS

Knowledge of:

Organization, operation, and practices of newspaper, radio, television, and other communications media
Activities, policies, practices, organization and protocol of the District
Fundamentals of writing, editing, composition, layout, and production for employee publications, news magazines, and educational publications
Local and national educational issues and trends
Internet

Ability to:

Write effectively for media distribution
Recognize situations that have news value
Communicate effectively, both orally and in writing, in a manner appropriate for the purpose and parties addressed
Maneuver the Internet effectively
Establish and maintain effective working relationships with administrators, employees, officials of other organizations, media representatives, and the public
Use tact, discretion, and courtesy in contacts with individuals from a variety of cultural and ethnic backgrounds

ENTRANCE QUALIFICATIONS

Education:

Graduation from a recognized college or university with a bachelor's degree in communications, English, public relations, journalism, political science, or a related field. Additional qualifying experience may be substituted for two years of the educational requirement on a year-for-year basis.

Experience:

Three years of full-time experience in media liaison, news reporting, feature writing, publicity writing, or television news and public affairs. Advanced degree in Communications and/or Journalism may be substituted for one year of work experience.

Special:

A valid California Driver License.
Use of an automobile.

This class description is not a complete statement of essential functions, responsibilities, or requirements. Requirements are representative of the minimum level of knowledge, skill, and abilities. Management retains the discretion to add or change typical duties of the position at any time.

Title change Communications
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