

PUBLIC INFORMATION OFFICER I

DEFINITION

Produces internal and external communications and facilitates public information strategies in the identification and coordination of communications and public relations in the District.

TYPICAL DUTIES

Establishes and maintains effective working relationships with newspaper, radio, and television and web journalists, District personnel and personnel from other agencies and organizations for the purpose of creating good public relations for the District.

Maintains a strong and timely social media presence to disseminate information and promote the District.

Researches, gathers facts, compiles information and data and writes news releases, news advisories, news statements, feature articles, social media posts, special projects and scripts for release to metropolitan and community newspapers, radio and television stations, blogs and other communications media.

Advances, arranges and provides deliverables such as press packets, briefing papers and talking points for press conferences, ceremonies, and special events for District officials in addition, important visitors.

Supports or serves in one or more of the local districts to facilitate communication strategies and media outreach.

Supports District divisions, departments and offices as a liaison to news media and to promote new initiatives, accomplishments and results.

Obtains and provides information in response to requests from staff, media, personnel, and the public.

Assists school administrators in improving communications programs with staff, students, parents, and the local community and promoting positive information.

Supports schools when news media is present on campus for special events, interview or during crisis.

Provides support, gathers and distributes information during emergencies and crises.

Gathers print and broadcast news stories, blog posts and social media posts about or of interest to the District.

Gathers and publicizes information about School Board members and meetings.

Assists with staffing and briefing District employees who are being interviewed or responding to news media requests.

Contributes to the District website to highlight students, teachers, special events and other positive information.

Takes photos, produces videos, and creates slideshows, social media posts and PowerPoints to promote the District.

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, web blogs, District staff and various other agencies and organizations; visiting officials; and members of the staff; and prepares, processes, and edits, distributes and posts, press releases, media advisories, news statements and additional information as directed.

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 Chief Communications Officer represents the District in the area of public information and communications, and directs the administration of the Office of Communications.

The Deputy Chief Communications Officer assists in representing the District in the area of public information and communications, and acts as Chief as required.

SUPERVISION

General supervision is received from the Chief Communications Officer or the Deputy Chief Communications Officer. 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, on-line, social media, and other communications media
- Activities, policies, practices, organization and protocol of the District
- Fundamentals of writing and editing internal and external communications
- Social media and the Internet
- Current issues involving the District and local, State and national educational issues and trends

Ability to:

- Write effectively for media distribution
- Meet deadlines
- Recognize news value of events, accomplishments and situations
- Promote and pitch positive stories to news media
- Communicate effectively, both orally and in writing, in a manner appropriate for the purpose and parties addressed
- Establish and maintain effective working relationships with administrators, employees, officials of other organizations, media representatives, and the public
- Maintain confidential information
- Use tact, discretion, and courtesy in communications 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, or a related field. Additional qualifying experience may be substituted for two years of the educational requirement on a year-for-year basis provided that graduation from high school or evidence of equivalent educational proficiency is met.

Experience:

Three years of full-time experience in public information, 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 and the availability of private transportation, or the ability to utilize an alternative method of transportation.

The class description is not a complete statement of essential functions, responsibilities, or requirements. Entrance requirements are representative of the minimum level of knowledge, skill, and /or abilities. To the extent permitted by relevant law, management retains the discretion to add or change typical duties of a position at any time, as long as such addition or change is reasonably related to existing duties.

Revised
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