

PUBLIC INFORMATION OFFICER II

DEFINITION

Implements communication and public information strategies in the identification and coordination of more complex communications and public relations issues in the District. Develops media strategies designed to inform a broad sector of the public (including internal audiences) on matters of major importance.

TYPICAL DUTIES

- Coordinates and supervises the more complex communications and public relations issues in the District.
- Formulates and recommends a public relations campaign that will increase public and internal audience awareness and enhance the image for the District.
- Advises and assists local district administrators, District personnel, and staff communicating the development and support for District programs external and internal audiences.
- Serves as a spokesperson for the District and liaison with the media on behalf of the Director of Communications and Media Relations.
- Staffs and briefs the Superintendent at press conferences, school site visits, community meetings, and other public appearances.
- Represents the Director of Communications and Media Relations in District-wide meetings to coordinate media strategy.
- Initiates and prepares press releases, position papers, correspondence, reports, feature articles, and related materials for distribution to the press, public and internal audiences.
- Establishes and maintains effective working relationships with newspaper, radio and television personnel, and personnel from other external and internal agencies and organizations for the purpose of creative positive public relations for the District.
- Represents the District and administrative staff in meetings or communications with the public and internal audiences concerning District policies and administrative procedures.
- Arranges and conducts press conferences, ceremonies, and special events for District officials and important visitors.
- Initiates and prepares press releases, position papers, correspondence, reports, feature articles, and internal communication deliverables for distribution to the press, public and internal audiences via print, online, video and digital media.
- May deliver timely, clear and consistent communications for internal audiences through a range of channels such as Newsletter, EdMag, E-Bulletin, Blackboard Connect, etc.)
- May develop branding campaign and community-outreach strategies using social media tools.
- May manage advocacy for the organization in social media spaces, including overseeing and participating in the online dialogue through the use of internal and external social media communication sites such as Facebook, You Tube, LinkedIn, blogs, and District websites.
- May formulate strategic plans to engage the community and businesses to promote philanthropic involvement in public education via social media sponsorships.
- May develop benchmark criteria to measure the effectiveness of social media programs and implement improvements as required.
- May arrange for and conduct in-service programs and make presentations to District employees, students, parent groups, and others.
- May manage parts of the District website to highlight programs and events.
- May conduct photo and video shoots and assist in the managing photo and video resources.
- Performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS AMONG RELATED CLASSES

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 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.

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.

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.

SUPERVISION

General supervision is received from the Director of Communications and Media Relations or the Deputy Director of Communications and Media Relations. General supervision may be exercised over lower-level communications and media relations personnel.

CLASS QUALIFICATIONS

Knowledge of:

- Effective marketing and communications strategies
- Communications media and its most effective uses, including print, radio, and television
- Appropriate media and media management contacts regarding given issues and circumstances
- Ethnic, cultural, geographic, and socio-economic diversity of the populations served by the District
- Current issues regarding the District
- Organization, operation, and practices of newspaper, radio, television, and other media
- Activities, policies, practices, organization, and protocols of the District
- Fundamentals of writing, editing, composition, layout, and production of employee publications, news magazines, and educational publications
- Web and multi-media technologies for use as communication tools
- Local and national educational issues and trends
- Principles of supervision
- Current social media tools, trends, and techniques (i.e., Facebook, Twitter, LinkedIn, YouTube, Blogs, etc.)
- Social listening tools such as TweetDeck and Google Alerts
- Microsoft Office and/or Mac OS X applications

Ability to:

- Present information regarding District programs in a proactive and media-sensitive manner
- Communicate effectively with the news media and several publics served by the District
- Effectively write for media distribution and communications campaign proposals
- Write clear, concise communications deliverables (messages, articles, brochures, PowerPoint presentations, website posting/management, flyers, etc.) under tight deadlines
- Analyze emergent situations and programs and determine public relations value
- Develop and maintain effective relationships with news media personnel and management, District divisions, corporate partners, community leaders, administrators, and others
- Develop effective media campaigns for both English and non-English speaking populations

Act judiciously under pressure
Supervise and lead effectively
Use current mobile technology efficiently and effectively
Use technology effectively and efficiently

ENTRANCE QUALIFICATIONS

Education:

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

Experience:

Four years of full-time experience in media liaison, news reporting, feature writing, publicity writing, advertising, marketing, 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.
Fluency in oral and written Spanish is preferable.

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.

Revised
09-26-12
SH