

**ALISAL UNION SCHOOL DISTRICT
PERSONNEL DIVISION
JOB DESCRIPTION**

PUBLIC INFORMATION OFFICER

PRIMARY FUNCTION: Assumes responsibility for communicating the District's mission and vision; plan, organize, coordinate and implement the District's internal and external communications to promote clear communications and support for the District through public awareness; inform and educate employees, parents, students, media, businesses and the general public regarding District programs, policies, expectations and successes; and write grant proposals.

DIRECTLY RESPONSIBLE TO: Superintendent or Superintendent-designee.

MAJOR DUTIES AND RESPONSIBILITIES:

Plan, organize, coordinate and implement the District's internal and external communications to promote clear communications and support for the District through public awareness; direct a variety of programs, projects and activities related to the District's public relations and public information efforts.

Serve as spokesperson for the District and liaison with the media; serve as the communication link and resource between the Superintendent and the Board of Education; attend and represent the Superintendent and District and be a communications link at a variety of meetings, conferences and boards to develop partnership opportunities and inform the community at large.

Facilitate positive/clear communication regarding District operations between the community, schools, programs, organizations, and the administrative offices.

Provide technical expertise, information and assistance; proofread and edit meeting minutes; prepare speeches, letters, memos, and correspondence as directed; prepare agendas and minutes for the Superintendent's various advisory committees.

Communicate with the Board of Trustees; attend Board meetings; coordinate and prepare Board correspondence; prepare agenda items and write resolutions for adoption by the Board; and coordinate the District's historical files.

Serve as the lead coordinator/administrator on special projects assigned by the Superintendent or Superintendent-designee; assist with the District's recruitment efforts.

Write grant proposals including: Developing budget justifications, drafting memoranda of understanding, preparing correspondence and other documents, consulting with program staff and community partners in grant application development; Analyzing funding opportunities; Gathering resources and developing grant writing schedules for meeting deadlines.

Serve as the District's primary contact and information resource with the community including preparation of newsletters, bi-monthly supplements, websites, social media posting/responses, media pitches, complex reports and general communication.

Coordinate staff communications; research and write articles, interview staff and students, edit submitted articles, take photographs, design format and interface with publishing company; attend school functions.

Assist in the preparation of certificates and awards for special District staff/student programs.

Respond to media inquiries in print and broadcast; prepare press releases and maintain positive working relationships with reporters and editors.

Serve on/Provide support for the District's emergency preparation programs and serve as the spokesperson during an emergency crisis; communicate with the Board, Superintendent, staff, parents and media regarding emergency situations.

Collaborate with management to develop policies and procedures related to District publications and public relations.

Research and prepare a wide variety of complex reports and information for the Superintendent, the Board of Trustees, and the media.

Direct the preparation and maintenance of a variety of materials and statistical reports, spreadsheets, records and files related to assigned activities; present information in a factual and objective manner.

Review and approve materials for distribution to staff and students by a variety of community agencies.

Schedule and conduct presentations at conferences, seminars and other civic/public events.

Communicate with and advise other administrators, personnel and outside organizations to coordinate activities and programs, resolve issues and exchange information; communicate with government, non-profits, the media and other sources on issues that promote public awareness of the District.

Maintain and update website.

Maintain on-going communication with immediate supervisor to ensure successful implementation of public information matters.

Collect and research data; gather and analyze information skillfully.

Other related duties as assigned.

MINIMUM QUALIFICATIONS:

KNOWLEDGE: Applicable sections of the State Education Code and other applicable laws related to confidentiality, freedom of expression and distribution of materials. District organization, policies, rules and regulations. Principles of public relations, management and organization. Budget preparation and control. Effective methods in social media outreach. Report writing and other written and oral communication techniques. Policies and objectives of school programs and activities. Community resources. Media deadlines and protocol. Emergency preparedness and communications training. Interpersonal skills using tact, patience and courtesy and collaborative working skills. Operation of a computer and a variety of assigned software including word processing, publishing and design software to develop public communication documents. Organization, project management, planning and evaluation strategies, techniques and procedures. Preparation of newsletters, websites, reports. Board policies and procedures. Report and speech writing techniques.

ABILITY TO: Plan, organize, control and direct the District's public relations and public information efforts. Prepare clear and concise speeches, handbooks, guides and brochures. Communicate effectively both orally and in writing. Interpret, apply and explain a wide variety of laws, rules and regulations relating to the operation of the District's business. Establish and maintain cooperative and effective working relationships with others. Operate a computer and assigned software; operate a variety of office equipment. Prepare, edit and present comprehensive and effective oral, written, narrative and statistical reports. Create news releases, interpretive materials, reports and statements. Collaborate with management on the development of policies and procedures. Collaborate with school and community members. Analyze situations accurately and adopt an effective course of action. Interviewing techniques. Basic photography best practices. Accept and carry out responsibility for direction, control, and planning. Work confidentially and with discretion. Meet schedules and time lines. Work independently with little direction. Read, interpret, apply and explain rules, regulations, policies and procedures. Maintain current knowledge of applicable laws, codes, rules and regulations. Adapt to changing work priorities. Communicate with diverse groups. Set priorities. Work with constant interruptions. Resolve problems with tact and proficiency. Understand, be sensitive to and respect the diverse academic, socioeconomic, ethnic, religious and cultural backgrounds, disabilities and sexual orientation of teachers, administrators and staff. Work evenings, weekends, and drive within and outside of the Monterey County, as needed. Maintain consistent, punctual and regular attendance. Bilingual/Biliterate in Spanish and English highly desired.

EDUCATION AND EXPERIENCE:

Bachelor's degree in communications, journalism, public relations or related field and three years of management experience in public information, public relations, or related field, or equivalent administrative experience coordinating high level public relations matters.

PHYSICAL DEMANDS:

While performing the duties of this job, the employee is frequently required to stand, walk, and talk or hear. The employee is occasionally required to reach with hands and arms and stoop, kneel, crouch, or crawl.

While performing the duties of this job, the employee may occasionally lift/ and or move up to 50 lbs.

The demands of an extended workday (coverage of sports activities and extra-curricular activities, etc.), require a high level of physical endurance. This job requires the ability to handle and balance multiple demands at one time

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

THE BOARD OF TRUSTEES DESIGNATES THIS POSITION AS MANAGEMENT

Work Year 221 Days

Classified Manager I or II Salary Placement

Adopted: 11/13/2014
Revised: 09/20/2017