

TITLE: PUBLIC INFORMATION OFFICER

JOB GOAL: Under the direction of the Superintendent, the Public Information Officer plans, organizes, coordinates, and oversees the comprehensive communications program for both internal and external audiences, which includes elements of community relations, media relations, website development and maintenance, publications, school/business partnerships and community education; provides professional and technical support, assistance and guidance to District administrators and managers in communications matters; coordinates marketing, social networking, special events, services, programs and other District or assigned community related activities. The Public Information Officer will work within the framework of the Educational Code, District philosophy, and District policy as adopted by the Board of Education and do related work as required.

QUALIFICATIONS

Knowledge of:

1. Organization and operation of a public school district, administrative offices, and public and staff relations.
2. State laws and district policies, rules, and regulations.
3. Effective public relations and communications practices.
4. Correct English usage, spelling, grammar, punctuation, and math.
5. Fundamentals of writing including proper letter composition, correspondence, and report writing.
6. Principles and techniques of graphic design, desktop publishing, HTML programming, web design photography and image editing.
7. Principles, practices, ethics and legalities of internet web publishing
8. Numerical, alphabetical, and subject matter filing systems.
9. Current office functions and types of clerical operations performed in public schools.
10. Interpersonal skills using tact, patience and courtesy
11. Safety rules and regulations for this position.

Ability to:

1. Perform a variety of complex clerical and secretarial work at Cabinet level involving use of independent judgment, initiative, and data analysis requiring accuracy and speed.
2. Plan effectively to meet appropriate printing and media timelines.
3. Maintain the security and confidentiality of specified records and information.
4. Receive and give information over the telephone or in person, in a courteous manner.
5. Type/keyboard accurately at a rate of sixty (60) words per minute.
6. Use personal computer and related software programs to include graphic design, spreadsheets, web design and social media platforms.
7. Maintain a variety of record keeping, reference, and data collection systems.
8. Proofread thoroughly with a high degree of accuracy.
9. Prioritize and coordinate workflow and timeliness.
10. Successfully operate necessary equipment such as calculator, digital camera, copy machine, computer, printer, etc. with speed and accuracy.
11. Work independently without supervision and exercise sound judgment and problem-solving skills related to specific areas of responsibility.
12. Work under a high degree of pressure while continuing to meet deadlines.
13. Follow designated safety regulations associated with this position.
14. Work successfully with diverse groups of people.
15. Conduct research and use statistics effectively
16. Plan, edit and produce publications
17. Plan, coordinate and document projects
18. Plan and carry out special events
19. Present and maintain a pleasant appearance and demeanor.

Ability to: (continued)

20. Communicate effectively and tactfully in both oral and written form.
21. Provide communication and media training/assistance to district personnel.
22. Handle all matters in a tactful, courteous, and confidential manner so as to maintain and/or establish good public relations.
23. Demonstrate a high level of successful customer service with public.
24. Work non-traditional and/or extended hours, including evening and weekend meetings.

Training and Experience:

1. Equivalent to the completion of the twelfth (12th) grade, supplemented by courses in office practices, computer programs, public relations and digital media. Bachelor's Degree from an accredited college or university in Mass Communications, Journalism, Public Relations, Marketing, English, Broadcasting, Web Design, Media Arts, or a closely related field is highly desirable.
2. Five (5) years of successful experience in one of more of the following: marketing, public relations, mass communications, project management, or journalism; preferably with a majority of experience within a school district setting; or any combination of training and experience that could likely provide the desired knowledge and abilities.
3. Good work history and attendance.

REPORTS TO: Superintendent

ESSENTIAL FUNCTIONS

1. Supports the Superintendent and members of the Cabinet by providing current knowledge and understanding of trends, issues, and research pertinent to the work of public school districts, public education, and public relations/communications.
2. Plans and manages comprehensive media information processes related to the District's public relations, public information, communications and community relations efforts, including but not limited to press releases, newsletters, website content, social media content, reports and other materials to enhance the understanding, awareness, and support of the District's operations and programs.
3. Evaluates communication priorities and coordinates communications functions with internal district staff, keeping Superintendent, administrators and staff informed.
4. Works with input from district leadership and staff to draft a comprehensive plan for internal and external communications, including a set of core activities, procedures and products designed to work together to achieve the job goal. Prepares, coordinates, and releases information to the media in a positive, meaningful, newsworthy manner, which effectively communicates district news.
5. Develops a series of standardized tools to be used to implement the communications plan, including such things as information sheets, press kits, media tip sheets, internal briefing forms and procedures, Public Service Announcement (PSA) materials, contact lists, backgrounders, Internet content, etc.
6. Is responsible for the management of content, quality, design and style of the District and school site websites.
7. Develops, produces and enhances new and existing internal and external publications, refines their target audiences. Establishes production schedules and routines to ensure efficacy, consistency and quality in content and distribution.
8. Responds to emergencies at all times including, receiving and assessing information, supporting and advising administrators and district personnel on communications. Exchanges information with administrators, law enforcement, and others, and coordinates a unified message to inform news media, internal and external stakeholders.
9. Responds to all Public Records Requests in compliance with state and federal laws.

10. Provides representatives of the community and news media with information and materials regarding District activities and programs; develops and facilitates feedback mechanisms for parents, students, employees, and other interested parties.
11. Provides on-call assistance for media and communication issues.
12. Identifies news and information topics and trends, and develops and disseminates them to staff, constituents, and media through vehicles outlined above.
13. Works directly with vendors and agencies.
14. Receives and handles telephone calls from schools, staff, parents, and other agencies and the general public where judgment and knowledge and interpretation of policies and regulations are necessary.
15. Performs routine press relations functions, including but not limited to, drafting press releases, staging media events, fielding and referring media calls, monitoring published media stories and advising on any that may require action or response by the district.
16. Coordinates production of District media communications.
17. Oversees and maintains the quality, accuracy and consistence of information presented on the District web site.
18. Meets regularly with key staff to stay abreast of district and school information and needs. More frequent meetings may be required for special projects.
19. Attends monthly and special school board meetings to observe, and respond to media inquiries and publish reports of action taken.
20. Assumes special projects as required.
21. Maintains files; assists as directed in research projects and the preparation of special reports; organizes filing system
22. Makes travel and conference arrangements as needed.
23. Independently composes correspondence on a wide range of subjects.
24. Takes and transcribes dictation or uses dictation equipment for a wide variety of subjects, including information of a confidential and sensitive nature.
25. Compiles reports, handbooks, and special projects from a variety of sources.
26. Establishes and maintains a variety of record keeping, reference, and data collection systems.
27. Sets annual objectives for the district's communications program; plans and monitors budget to meet objectives.
28. Order materials, supplies and equipment; maintain records of purchase orders, invoices and expenses.
29. Analyzes situations and takes appropriate action in a variety of procedural matters without immediate supervision.
30. Follows district policies and procedures.
31. Knows and understands the Mission and Core Values of the district.
32. Performs other related duties as assigned.

OTHER FUNCTIONS

1. Speaks at public meetings on issues of general or specific pertinence to district schools and programs at the request of the Superintendent.
2. Attends committee and/or community meetings as directed by the Superintendent.
3. Work cooperatively, efficiently and effectively with other departments, school sites and organizations to ensure compliance with District communications.
4. Learn and implement new tools and technologies as appropriate.

PHYSICAL ABILITIES

1. Visual ability to read handwritten or typed documents and the display screen of various office equipment and machines.
2. Able to conduct verbal conversation in English or other designated language.
3. Able to hear normal range verbal conversation (approximately 60 decibels.)
4. Able to sit, stand, stoop, kneel, bend, and walk.

PHYSICAL ABILITIES (continued)

5. Able to sit for sustained periods of time.
6. Able to lift up to ten (10) pounds frequently, and thirty (30) pounds occasionally.
7. Able to carry up to ten (10) pounds frequently, and thirty (30) pounds occasionally.
8. Able to push and pull objects weighing up to thirty (30) pounds.
9. Able to demonstrate manual dexterity necessary to operate calculator, telephone, camera, and/or computer at the required speed and accuracy in a safe and effective manner.
10. Able to operate a motor vehicle in a safe and effective manner.

SPECIAL REQUIREMENTS

1. Some positions in this class may require individuals who can read, write, and/or speak a secondary language.
2. Possession and maintenance of a valid state of California Driver's License; have an acceptable driving record; and be insurable at standard rates by the district's insurance carrier and maintain such insurability during the course of employment.

TERMS OF EMPLOYMENT: Twelve-month work year
Classified Management

EVALUATION: Performance of this job will be evaluated in accordance with Board of Education policy on the Evaluation of Professional Personnel. The Superintendent of Schools will complete the evaluation.

Approved by: Board of Education

Date: October 22, 2015

**MURRIETA VALLEY UNIFIED SCHOOL DISTRICT IS A
TOBACCO-FREE, DRUG-FREE WORKPLACE AND
AN EQUAL OPPORTUNITY EMPLOYER**