SAN LEANDRO UNIFIED SCHOOL DISTRICT
Job Description

Public Information Officer

Purpose Statement:

The job of Public Information Officer is done for the purpose(s) of planning, organizing, controlling, and directing a highly visible and proactive program of public relations and communications extending to the District's employees, faculty, parents, and community; providing for the coordination and distribution of information to District administrators, employees, the public and the media regarding the District's programs, policies, events, and initiatives; facilitating cooperative relationships with city, county, and state organizations as needed to project a positive image of the District and to coordinate efforts between schools within the district; and developing and managing a team of communicators including board members, administrative staff, faculty, parents, volunteers and other community members.

This job reports to the Superintendent of Schools or designee.

Essential Functions:

- Plans, develops, organizes, and directs a comprehensive public relations program to share information about the District's efforts to its wide variety of constituents.
- Develops and implements a strategic plan for community relations, internal communication systems, and parent and community engagement.
- Plans, organizes and implements long and short-term programs and activities designed to enhance communication programs and services.
- Develops and maintains quality standards for District publications.
- Plans, composes and produces facts sheets, press releases, brochures, handbooks and a variety of newsletters to distribute to District personnel and the community.
- Provides research and writing support to the Superintendent and other District administrators.
- Develops, controls and monitors an annual budget for communication activities.
- Develop and review content for District web site, collaborate with the Technology Department in implementing content.
- Serve as media liaison among the Superintendent, Board members, and District staff.
- Provide for contacts and immediate responsiveness to emergencies at all times including receiving and assessing information, cooperating with news media, law enforcement, and others, and informing appropriate District personnel.
- Serve as the District's spokesperson to the media.
- Plan, organize and develop video/multi-media productions and presentations to community groups.
- Attend Board of Education meetings and serve as a liaison to the media; coordinate requests for interviews, respond to questions and provide results of Board actions as appropriate.
- Perform related duties as assigned.

Job Requirements: Minimum Qualifications

Skills, Knowledge and Abilities

SKILLS are required to perform multiple, technical tasks with a potential need to upgrade skills in order to meet changing job conditions. Specific skill based competencies required to satisfactorily perform the functions of the job include: communicating using all forms of communications media including but not

limited to print, radio, television, websites, social media; speaking effectively in public forums; and writing at a professional level.

KNOWLEDGE is required to perform basic math; read technical information; compose a variety of documents; facilitate group discussions; and to communicate effectively using a variety of communications methods. Specific knowledge based competencies required to satisfactorily perform the functions of the job include: public speaking techniques and strategies; excellent English usage, grammar, spelling, punctuation and vocabulary; technical knowledge and ability to use photography, videography, presentation software (PowerPoint, etc.) and other Web based tools for sharing information; and marketing strategies and tactics.

ABILITY is required to schedule a significant number of activities, meetings, and/or events; often gather, and/or organize and classify data; use a variety of job related equipment under a variety of conditions for multiple purposes; and work with a diversity of individuals and groups. Problem solving is required to analyze issues and create action plans. Flexibility is required to independently work with others in a wide variety of circumstances. Specific ability based competencies required to satisfactorily perform the functions of the job include: communicating effectively orally, in writing, and using all means of web-based communication and social media; maintaining confidentiality; presenting information publically; establishing and maintaining cooperative and effective working relationships with members of the news media, community leadership, and administrators; developing effective media communication strategies for all communities within the District, including diverse cultures and a variety of languages; meeting schedules and timelines; reading, interpreting, applying and explaining rules, regulations, policies and procedures; effectively supervising and motivating assigned personnel to perform at a satisfactory level; demonstrating good judgment and a strong sense of ethics; and handling multiple tasks, work under pressure, and work with priorities/deadlines subject to frequent change.

Responsibility
Responsibilities include: working under limited supervision; directing other persons within a small work unit; working independently under broad organizational guidelines to achieve district goals; supervising the use of funds. Utilization of resources from other work units is often required to perform the job's functions. There is continual opportunity to impact the organization's services.

Work Environment
The usual and customary methods of performing the job functions require the following physical demands: some lifting, carrying, pushing, and/or pulling, some stooping kneeling crouching, and significant fine finger dexterity. Generally the job requires 70% sitting, 20% walking, and 10% standing. The job functions require travel between an office environment, school sites, and various meeting room settings.

Experience: Job related experience with increasing levels of responsibility is required.

Education: Bachelor's degree preferably with courses and/or degree in journalism, communications, broadcasting, media, human relations, and/or marketing and public relations. Bilingual in Spanish preferred.

Required Testing:
District Qualifying Exam
Bilingual Competency Exam

Certificates and Licenses:
California Driver's License &
Evidence of Insurability

Board Approval:

Continuing Education/Training
Mandatory Employment Trainings

Clearances
Criminal Justice Fingerprint/Background
TB Screening

FLSA Status
Exempt

Salary Grade
Classified Management Range 20

Work Year
260 Day Calendar

Board Approval: