

MT. DIABLO UNIFIED SCHOOL DISTRICT

Public Information Officer

Primary Function

Provide collaborative leadership in the development and communication of the District's mission and vision among educational stakeholders. Assist with developing system-wide plans, policies, special projects and community-related special events. Draft, edit, proofread and assist in preparing and disseminating a variety of informational materials.

Directly Responsible To:

Superintendent

Major Responsibilities:

1. To lead, inspire and communicate the District's mission, vision and priorities to all stakeholders in order to leverage the use of digital-age resources and 21st century communication methods.
2. Advocate for the District's positions and initiatives, and issue official statements on behalf of the District; ensure that information disseminated by the District is in alignment with Board and Superintendent direction and that public announcements are communicated thoughtfully and in the appropriate fashion, through the most appropriate channels, to maximize the impact of the District's work.
3. Coordinate research for and preparation and distribution of the Superintendent's correspondence.
4. Develop oral and written communication for both internal and external audiences; draft correspondence and write/ screen information for the news media.
5. Plan, compile and prepare handbooks as needed.
6. Organize and edit rough draft copy according to accepted rules of style and syntax; verify facts, dates, and statistics in copy, using standard reference sources; may rewrite text for greater consistency, clarity, and adherence to space limitations of publication.

7. Advise the Board, Superintendent and Cabinet on matters relating to communications, public relations and marketing functions.
8. Prepare relevant background information and accompany the Superintendent to community events and meetings with a variety of stakeholder groups; represent the Superintendent at such events and meetings in his/her absence.
9. Plan and coordinate community related special events involving the members of the Board of Education and/or the Superintendent; coordinate special event details, including developing timelines, and producing promotional and supplementary materials.
10. Coordinate special studies and prepare reports; act as a resource to District staff and community members.
11. Maintain files regarding publications and news releases; develop and maintain databases for community contacts.
12. Work with outside agencies on a variety of projects; develop and maintain professional relationships with business representatives, community members, and the media.
13. Develop and implement highly visible, comprehensive District-level 21st century communication. Ensure marketing strategies, policies and standards are inclusive of all stakeholder groups and constituents; provide assistance to educational leaders in public relations and marketing District schools.
14. Initiate and maintain communications with a variety of media groups that represent a diverse population of stakeholders.
15. Stay abreast of the news and public sentiment regarding public education in general and the District in particular; proactively solicit media coverage that promotes a positive image of public education and the District.
16. Provide training to all District departments and school sites regarding effective customer service and family-friendly messages that can be distributed to the community, parents, students and all stakeholders.

17. In collaboration with Technology Information Support Services, develop and implement policies and practices for the safe, legal, and ethical use of digital information, technology and social media.
18. Provide public safety information during an emergency or natural disaster and manage the crisis communications. Prepare crisis communication protocols in order to ensure the District is prepared in case of emergency.
19. Perform special projects and related duties as assigned and performs those duties and responsibilities, including advisory duties, as prescribed by the Superintendent.

Qualifications

Education and Experience:

Any combination of training, experience, and/or education equivalent to graduation from a four year college or university with an emphasis in communication, languages, journalism, or related field. Event planning and journalistic experience also preferred.

Licenses and other Requirements:

Possession of a valid California driver's license and availability of private transportation.

Bilingual preferred.

Knowledge and Skills:

1. Knowledge of and ability to incorporate 21st Century communication practices, public relations strategies and marketing materials.
2. Ability to create long-range communication plans, public relations protocols and marketing tools.

Physical Abilities:

Hear and speak in order to make presentations and exchange information in person and on the telephone; communicate so others will be able to clearly understand normal conversation; dexterity of hands and fingers to operate a computer keyboard and manipulate paper; see to read, prepare documents and reports; sit or stand for extended periods of time; while at a desk,

conference table, small student classroom table, or in meetings in various configurations; hear and understand speech at normal levels; kneel, bend at the waist, reach overhead, above the shoulders, and horizontally; lift objects weighing up to 25 pounds.

Salary Range: Classified Manager Range 15 **Calendar:** 260 Days

Adopted by the Board of Education: _____