

DESERT SANDS UNIFIED SCHOOL DISTRICT

Job Description

Title:	Public Information Officer	Reports To:	Superintendent
Department:	Superintendent's Office	Classification:	Management / Supervisory
Work Year:	12 Months	Salary:	Management Salary, Range 27

Definitions:

Under the general direction of the Superintendent, plans, develops, organizes, and administers all aspects of the school District's public information plan; facilitates a variety of public information and community relations activities, events, projects, internal and external communication.

Representative Duties:

- Implement an effective district-wide strategy to effectively communicate with staff and constituents, and establish and maintain positive relationships with multiple stakeholders.
- Provide information to news media and develop press releases, arrange interviews and conferences for representatives of newspapers and other media for public information.
- Maintain a professional relationship with newspapers and other media representatives.
- Assist school site and district office administrators in the development of effective communication mechanisms such as brochures, newsletters, websites, and other forms of written and on-line materials.
- Seek out and cultivate news and information resources for the development of positive stories.
- Assist in the formulation and modification of the district's community outreach procedures and practices.
- Develop and promote interest among groups supportive of the district's education objectives to expand upon the organization's positive reputation, i.e., Desert Sands Unified School District Educational Foundation.
- Represent the District's communications needs as an adhoc member of the Superintendent's cabinet.
- Arrange for reproduction of printing and distribution of public relations materials within prescribed timelines.
- Act as a liaison between site and/or district administrators in gathering and sharing factual information with the media and public-at-large.

Knowledge of:

Current issues and legislation affecting public education; fundamental principles of public relations and organizational marketing techniques; administrative and managerial components of school operations; fundamentals of writing, proofreading, composition, story layout, design, and production of mass media communications; legal mandates; policies, regulations and guidelines pertaining to the distribution of news and public information; desktop publishing techniques and applications.

Ability to:

Establish and maintain cooperative and tactful working relationships with employees, the public and media; speak effectively before a variety of audiences, handle communication activities during crises; write reports, news releases and related data in a creative, clear and concise manner for broad public appeal as well as specialized audiences; determine and retain privileged communications; comply with the District's customer service standards, as outlined in Board Policy.

Experience:

Minimum of three years experience as an education or communications professional, with extensive writing and speaking experience. Experience as a school site leader or working with school support organizations required.

Education:

Bachelor's degree or higher in communications, education, or related field; with a Master's degree in such areas desirable.

Physical Requirements and Working Conditions

The Office of Certificated Personnel Services embraces the American with Disabilities Act (ADA). The requirements of the position are maintained in the Personnel Department; and, individual shall be able to perform the essential functions of the position.

While performing the duties of this job, the employee is regularly required to sit, walk, stand and talk or hear. Specific vision abilities required by this job include close vision and distance vision. Occasionally, yet essential to this position, the individual must meet deadlines with severe time constraints, interacting with the public and other workers. Occasionally the position requires the employee to work irregular or extended hours, direct responsibility for the safety, and well-being or work output of other people and meet multiple demands from several people.

Approved: May 6, 2014