

TITLE: Public Information Officer & Community Engagement**QUALIFICATIONS:**

- Strong writing and communication skills.
- Intense belief in and support of public education.
- Experience in journalism and/or public relations is preferred, but not required.
- Ability to effectively coordinate and implement projects from development to implementation.
- Extensive experience with various desktop publishing and presentation software programs.
- Ability to work well with staff, students, parents, patrons and community leaders.
- Bachelor's degree desirable but not required.
- Such alternatives to the above qualifications as the Board may find appropriate and acceptable.

REPORTS TO: Superintendent

JOB GOAL: To support and promote Cassia County School's vision, mission and achievements through internal and external communications.

PERFORMANCE RESPONSIBILITIES:

- Develops, maintains and implements a District strategic communication plan.
- Employs all available communication tools and resources to effectively promote the District's vision, mission and achievements to internal and external stakeholders.
- Develops and implements campaigns to promote and support District initiatives, programs and special projects to internal and external stakeholders.
- Serves as District spokesperson, cultivates a strong working relationship with the media and coordinates media coverage of District events and activities.
- Serves as a liaison to community organizations and businesses to create partnerships that promote District initiatives, programs and special projects.
- Organizes and coordinates public meetings, events and other community outreach efforts on behalf of the District and the Board.
- Oversees and coordinates staff communications about District initiatives, programs, special projects, and with various departments.
- Creates and manages content for the District website and oversight of individual school webmasters.
- Works in collaboration with IT on website design and organization.
- Creates and manages content for the District social media tools.
- Facilitates responses to information requests from parents, patrons, staff and community groups and organizations.
- Writes news releases, media advisories, speeches, reports, memos, presentations, brochures and other materials that support and promote District initiatives, programs and special projects.
- Sets up weekly radio spots for the Zeb Bell at the Ranch Program.
- Manage Forecast 5 software for district mapping.
- Attend monthly school board meetings.
- Collaborates with schools to support and promote their communications efforts.
- Provides communications counsel and support to District and school staff.

- Analyzes the District's communication efforts, identifies shortcomings and seeks out and implements new tools and strategies to address those needs.
- Seeks out opportunities for professional growth.
- Maintains high standards of ethical conduct and confidentiality.
- Serve as PIO/Media Liaison in the event of a school emergency
- Performs all other duties as assigned.

PHYSICAL DEMANDS: While performing the duties of this job, the employee is required to communicate effectively on the telephone and in person and hear sounds within the normal range of conversation; operate a keyboard and type, operate standard office equipment, lift or move objects that weigh up to 50 lbs. and to work in an office environment. This job requires performing repetitive hand movement in gripping, fingering and hand/wrist/arm movements. Job tasks will require walking, standing, sitting, lifting, stooping, squatting, kneeling, bending, crouching, pushing, grasping and reaching.

TERMS OF EMPLOYMENT: This position is paid hourly at the rate of \$ (negotiable based on experience) with an expectation of 20 hours per week with a somewhat flexible schedule. Benefits will be in accordance with approved Board policy.

EVALUATION: Performance of this job will be evaluated annually in accordance with provisions of the board's policy on evaluation of nonprofessional personnel.

An employee working in this position shall at all times be subject to the direction of the person to whom said employee has primary responsibility or said person's designee and at all times shall be subject to the rules, regulations and policies of the District as promulgated by the Board of Trustees. Each employee shall be held responsible for having knowledge of said school district rules, regulations and policies which are made available to the employee on the school district website: www.cassiaschools.org.

This position shall be considered exempt from overtime and minimum wage requirements of the Fair Labor Standards Act.

Cassia Joint School District No. 151 is an equal opportunity employer. Qualified applicants receive consideration for employment without discrimination based on gender, age, national or ethnic origins, race, color, religion or the presence of a non-job-related handicap. Employment is contingent upon the necessary verification and work eligibility.

EMPLOYEE ACKNOWLEDGEMENT: I certify that I have received a copy of my job description and acknowledge placement of this signed document in my personnel file at the Cassia Jt School District Office.

Employee Signature

Date

March 15, 2022