

**MODESTO CITY SCHOOLS**  
**JOB DESCRIPTION**  
**PUBLIC INFORMATION OFFICER**

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**DEFINITION:**

Under the direction of the Superintendent, plan, organize, coordinate and implement the District's internal and external communications to promote clear communications for the District through public awareness; communicate with the Board of Education and serve on the Cabinet; manage the District's public information strategies, marketing, social media, employee relations, media relations and communication activities; train, supervise and evaluate the performance of assigned personnel.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Plan, organize, coordinate and implement the District's internal and external communications.
- Serve as liaison between the District, media and other organizations as assigned; represent the District at community and school events; serve as the District's chief spokesperson, handling sensitive and controversial issues.
- Train, supervise and evaluate the performance of assigned staff; interview and select employees and recommend transfers, reassignment, termination and disciplinary actions.
- Manage the content of District communication tools including websites, press releases, photo opportunities, announcements to the community, social media, telephone messaging and others as assigned.
- Develop, coordinate, implement and monitor the crisis communication plan as needed, including the organization of press conferences and dissemination of time-sensitive information.
- Design and implement communication strategies to maximize community and stakeholder engagement.
- Serve on the Superintendent's Cabinet; collaborate with the Superintendent and Cabinet in the development and coordination of District marketing and community outreach plan.
- Compose and edit public relations materials; prepare speeches, letters, memos and correspondence as directed by the Superintendent.
- Manage the development and production of District marketing communications, including print materials, electronic publications, social media, notification systems and website content for internal and external audiences.
- Maintain accurate and timely information on the District website.
- Order and maintain an inventory of materials and supplies.
- Maintain chronological newspaper files of articles published in the newspapers and online news sources that relate to the District and to K-12 education issues locally and nationally.
- Develop and prepare the annual preliminary budget for the Public Information department; analyze and review budgetary and financial data; control and authorize expenditures in accordance with established limitations.
- Respond to media inquiries; prepare press releases and maintain positive working relationships with media, community organizations, parents and the public.
- Serve as the District's primary contact and information resource with the community including preparation of newsletters, websites, social media posting/responses, media pitches, complex reports and general communication.
- Plan and administer District-wide events, including press conferences, recognition ceremonies, parent events, staff meetings, as designated by the Superintendent.
- Receive and respond to visitors and telephone calls; send and receive emails.
- Send and receive correspondence to and from the Board and cabinet, Administrators, employees, staff, parents, media outlets, outside agencies and the public.

- Communicate with personnel and various outside agencies to exchange information, coordinate activities and resolves issues or concerns; meet with various government agencies and community groups to obtain and provide information.
- Direct the preparation and maintenance of a variety of narrative and statistical reports, records and files related to personnel and assigned activities.

#### **OTHER DUTIES:**

- Perform related duties as assigned.

#### **REQUIRED QUALIFICATIONS:**

##### Education and Experience:

- Any combination equivalent to: Bachelor's degree in Communications, English, Public Relations, Journalism, Marketing, or related field and three years' experience in School Public Relations or related field experience working in community relations, public information or corporate relations.

##### Licenses and other Requirements

- Valid California Class C driver's license.
- Must provide DMV printout within five work days of offer of employment.
- Maintain participation in CA DMV Assessment System/Automatic Pull Program.

#### **DESIRED QUALIFICATIONS:**

- Master's degree or accreditation in School Public Relations.
- Proficient in English and a designated second language.

##### Knowledge of:

- Principles and techniques of public and community relations.
- Applicable sections of the State Education Code and other applicable laws related to confidentiality, freedom of expression and distribution of materials.
- Leadership and crisis management techniques.
- Budget preparation and control.
- Principles and practices of administration, supervision and training.
- Oral and written communication skills.
- Technical aspects of field of specialty.
- Correct English usage, grammar, spelling, punctuation and vocabulary.
- Emergency preparedness and communications methods.
- Public speaking and oral presentation techniques.
- Interpersonal skills using tact, patience and courtesy.
- Correct English usage, grammar, spelling, punctuation and vocabulary.
- Operation of a computer and a variety of assigned software including publishing and design software.
- Standard media and social media practices.
- General understanding of K-12 education.

##### Ability to:

- Design and implement communication strategies.
- Plan, develop and implement public relations strategies.
- Interpret, apply and explain laws, codes, rules, regulations, policies and procedures.
- Supervise and evaluate the performance of assigned staff.

- Communicate effectively both orally and in writing.
- Establish and maintain cooperative and effective working relationships with others.
- Determine appropriate action within clearly defined guidelines.
- Analyze situations accurately and adopt an effective course of action.
- Work independently with little direction.
- Maintain records and prepare reports.
- Plan and organize work.
- Meet schedules and time lines.
- Exercise appropriate judgment on sensitive communication issues.
- Plan, edit and produce publications, press releases and other District communications.
- Prepare comprehensive narrative and statistical reports.
- Establish priorities and work without close supervision.
- Compose clear, complete and concise reports independently.
- Apply management principles, accounting and budgetary procedures.
- Apply contract administration procedures in a complex work environment.

### **WORKING CONDITIONS:**

#### **Work Environment:**

- Indoor/Office environment.
- Constant interruptions.
- Work evenings or variable hours.
- Driving a vehicle to conduct work.

**Physical Demands:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Dexterity of hands and fingers to operate a computer keyboard.
- Hearing and speaking to exchange information and give oral presentations.
- Sitting or standing for extended periods of time.
- Seeing to read a variety of materials.

#### **Hazards:**

- Dissatisfied or hostile individuals.

The information contained in this job description is for compliance with the Americans with Disabilities Act (A.D.A.) and is not an exhaustive list of the duties performed.

**Cabinet Approved: 9/2/14**

**Board Approved: 8/23/10, 10/20/14**

**FLSA Status: Non Exempt**