

**MODESTO CITY SCHOOLS  
JOB DESCRIPTION**

**PUBLIC INFORMATION SPECIALIST**

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**DEFINITION:**

Under the direction of the Public Information Officer, perform specialized clerical, desktop publishing and administrative duties in support of Public Information office; write copy, edit materials, design, layout and arrange for printing and distribution of materials; create and design graphics for public relations materials and publications; write and coordinate social media posts on behalf of the District; disseminate District-related information to stakeholders.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Assist in the implementation of the District's public information program relative to the District, its programs and educational issues.
- Assist in the development and preparation of news releases, publications, and promotional materials in compliance with District policies, regulations and guidelines concerning public information.
- Write copy, edit materials, design/layout and arrange for printing and distribution of materials for District newsletters, publications, website announcements, social media posts and brochures.
- Create and design graphics for public relations materials and publications.
- Write and coordinate social media posts connected with department goals.
- Take photographs and provide for photographic layouts and film presentations of appropriate school activities and District programs for use in media, publications and presentations.
- Assist in the organization and presentation of employee and student recognition programs and other special events.
- Gather and preserve photos, information, District-related news clippings and other related documents.
- Prepare and maintain records, files and reports.
- Assist in coordinating special projects to increase department's efficiency and effectiveness in disseminating District-related information to stakeholders.
- Provide clerical assistance and administrative support as assigned, including typing, data entry, proofreading, filing and recording of information.
- Receive and respond to visitors and telephone calls; send and receive emails; respond to inquiries and direct them to appropriate offices.
- Receive, review and complete media requests as needed.
- Coordinate flyer distribution; review and approve flyers that are distributed throughout the District.
- Order and maintain an inventory of materials and supplies; recommend purchases and supplies.
- Assist in monitoring department budget; maintain related budget paperwork and files.
- Operate a variety of office equipment, a computer and assigned software including Adobe Suite software.
- Communicate with personnel, media outlets and various outside agencies to exchange information, coordinate activities and resolves issues or concerns.
- Attend and participate in meetings, in-service trainings, conferences and special events; schedule meetings, interviews and appointments.
- Drive a vehicle to conduct work.

**OTHER DUTIES:**

- Perform related duties as assigned.

## **REQUIRED QUALIFICATIONS:**

### **Education and Experience:**

- Any combination equivalent to: graduation from high school and one year clerical or secretarial experience performing complex functions including desktop publishing activities.

### **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:**

- An Associate's or Bachelor's degree in Communications, Public Relations or a related field.
- Two years college course work or training in secretarial, clerical, and advanced desktop publishing skills and techniques.
- Proficient in English and a designated second language.

### **Knowledge of:**

- Basic promotional public relations activities and journalism practices.
- Policies, regulations and guidelines pertaining to the distribution of news and public information.
- Fundamentals of writing, composition, layout and production of mass-media communications.
- Basic photography and videography.
- Understanding of District operations, policies, regulations and procedures.
- Operate a variety of office equipment, a computer and assigned software.
- Methods, techniques and procedures pertaining to the preparation of news releases, news copy, promotional brochures and other informational materials.
- Local news media, social media and other informational distribution resources.
- Appropriate English usage, grammar, punctuation, spelling and editing and proofreading techniques.
- Interpersonal skills using tact, patience and courtesy.
- Principles and appropriate use of graphics and photographic materials in the creation and presentation of informational materials.
- Telephone techniques and etiquette.

### **Ability to:**

- Organize, design, layout, and edit public information and promotional materials.
- Deal tactfully and effectively with employees, media representatives, public officials, community members, and community groups.
- Communicate effectively both orally and in writing.
- Establish and maintain cooperative and effective working relationships with others.
- Create and design graphics for public relations materials, social media posts and publications.
- Perform and organize a wide variety of complex tasks with accuracy.
- Work confidentially with discretion.
- Screen communications and determine priority matters.
- Take and edit photographs/videos.
- Work independently with little direction.
- Schedule and make arrangements for meetings, workshops, conferences and media interviews.
- Plan and organize work.
- Meet schedules and time lines.

- Work evenings and variable hours.

### **WORKING CONDITIONS:**

#### **Work Environment:**

- Indoor environment.
- Constant interruptions.
- Work evenings or variable hours.
- Drive 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: 4/14/15**

**Unit Approved: 7/21/15**

**Board Approved: 7/31/2000, 8/17/15**

**FLSA Status: Non Exempt**