

MODESTO CITY SCHOOLS

Job Description

JC# 0156

PUBLIC INFORMATION OFFICER

OVERALL RESPONSIBILITY

Under the direction of the Superintendent, responsible for the development, coordination and participation in public relations, marketing, social media, employee relations, media relations and communication activities of the District.

SPECIFIC RESPONSIBILITIES

1. Provide leadership and direction for the District's public relations, marketing, social media, employee relations, and communication programs/activities. *E*
2. Serve as liaison between the District and the media, and serve as the District's chief spokesperson, handling sensitive and controversial issues. *E*
3. Serve as public relations counsel and advisor to the Superintendent, Cabinet, Senior Directors, and Modesto City Schools' (MCS) administration. *E*
4. Serve on the Superintendent's Cabinet.
5. 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. *E*
6. Build communication capacity of MCS administrators and departments by providing training in customer service, public engagement, and media relations. *E*
7. Develop, coordinate, implement and monitor the crisis communication plan as needed, including the organization of press conferences and dissemination of time-sensitive information. *E*
8. Build and maintain public support for public education and Modesto City Schools in collaboration with the Superintendent, Cabinet, Senior Directors, and MCS administration and employees. *E*
9. Communicate the District's vision, mission, values, goals, successes, and challenges to internal and external audiences. *E*
10. Develop and maintain brand image, including District-wide style standards. *E*
11. Direct the Superintendent's advisory groups, including the recruitment of members, planning and execution of meetings, and communication of outcomes. *E*
12. Maintain positive working relationships with community leaders, members of the media, and parent groups that foster partnerships benefitting students. *E*
13. Plan and administer District-wide events, including recognition ceremonies, parent programs, and staff meetings, as designated by the Superintendent. *E*
14. Maintain open lines of communication between employees and the Superintendent using a variety of methods. *E*
15. Communicate and collaborate with the District's Web Developer to maintain accurate and timely information on the District's website.
16. Update the District's Information Handbook and Conduct Code publications annually to include State-mandated notices. Print and distribute copies to school sites for each student. *E*

PUBLIC INFORMATION OFFICER (continued)

SPECIFIC RESPONSIBILITIES (continued)

17. Represent the District at meetings, conferences and events as requested by the Superintendent.
18. Maintain an accurate and current record of program revenues and expenditures by account. *E*
19. Effectively communicate and maintain cooperative relationships with those contacted in the course of work.
20. Perform other related duties as assigned.

E = Essential Function

WORK YEAR

Approved days as specified on the Management Salary Schedule

SALARY

Management Salary Schedule

QUALIFICATIONS

Knowledge/Ability

Minimum Requirements:

- Excellent writing and editorial skills.
- Ability to work well with a broad range of people.
- Ability to exercise mature judgment on sensitive communication issues.
- Ability to plan and produce publications.
- Knowledge of standard media practices.
- Knowledge of K-12 education.
- Ability to establish priorities and work without close supervision.
- Ability to compose clear, complete and concise reports independently.
- Knowledge of and ability to apply management principles, accounting and budgetary procedures and contract administration procedures in a complex work environment.

Experience

Minimum Requirement:

- One (1) year experience in school public relations or related field, such as, marketing, journalism or communications.

Desirable Qualification:

- Three (3) years experience in school public relations or related field, such as, marketing, journalism or communications.

Education

Minimum Requirement:

- Bachelor's degree in communications, English, public relations, journalism, marketing, or related field.

Desirable Qualification:

- Master's degree or accreditation in School Public Relations.

License

- Valid California Drivers' License.

PUBLIC INFORMATION OFFICER (continued)

QUALIFICATIONS (continued)

Physical Characteristics

With or without the use of aids:

Sufficient vision to read small print.

Sufficient depth perception to file documents.

Sufficient hearing to hear normal and telephone conversations. Ability to speak in an understandable voice and with sufficient volume to be heard at a normal conversational distance and on the telephone.

Sufficient dexterity to manipulate small objects, print or write legibly, operate telephone, use computer keyboard, typewriter and other business machines.

Sufficient physical ability to sit or stand for prolonged periods of time.

Sufficient physical ability to reach horizontally and vertically with arms.

REPORTS TO:

Superintendent

Board Approved: 8/23/10

Cabinet Approved: 9/2/14

Board Approved: 10/20/14