Rialto Unified School District

PUBLIC INFORMATION OFFICER

DEFINITION

Under general direction, plans, organizes, develops, and implements a comprehensive public and staff information program; prepares and disseminates information and publicity pertaining to the various District events, functions and activities; establishes and maintains cooperative relationships with news media and community groups; assists in the design, layout, and editing of news releases, and promotional materials; and performs other related work as required and/or assigned.

ESSENTIAL DUTIES

- plans and manages public and staff relations programs
- plans, organizes, and coordinates the flow of public information to the staff and community pertaining to District events and activities
- communicates with the Board of Education and attends Board meetings
- prepares and edits news releases, publications, speeches and promotional materials in compliance with policies, regulations and guidelines concerning public information
- confers with District and site personnel regarding newsworthy items and other matters related to the publicizing of service events, student activities, recreation activities, shows and exhibits
- establishes and maintains a close working relationship with newspaper, radio, and television news media groups
- performs a variety of photographic and videotaping functions at Board meetings, student activities, events, and provides the news media groups with photographs and films
- prepares copy and places advertising with the local news media
- establishes and maintains public information and advance news data files and records for use in the development of news releases and feature stories
- participates in a variety of special projects involving staff and community relations and communications
- attends school functions to interview staff, students and parents regarding events and issues; serves as the District photographer
- reviews, analyzes, and evaluates the District's public information program and prepares recommendations pertaining to program enhancement and improvement
- works closely with the Superintendent in solving public relations problems, issues and concerns
- researches and prepares special reports and projects as assigned
- conducts staff development programs in the area of public information and communication
- participates in the Superintendent's Cabinet

QUALIFICATIONS

Knowledge of: Principles, methods, procedures and strategies concerning a public information and communication relations program; legal mandates, policies, regulations, and guidelines pertaining to the distribution of news and public information related to a public agency; methods, techniques and procedures pertaining to the preparation of news releases, news copy, promotional brochures, and other informational materials; photographic and video taping principles and techniques; use of the World Wide Web and Internet; news media and other information disseminating resources; appropriate English usage, grammar, punctuation, spelling, editing and proofreading techniques.

Ability to: Effectively and efficiently plan, organize and coordinate a public information and community relations program; operate necessary word processing and desktop publishing programs as well as related equipment; skillfully organize, design, lay out, and edit public information and promotional materials; seek out and cultivate news and informational resources; communicate effectively in oral and written form utilizing a journalistic and technical writing style; understand and carry out oral and written instructions with minimal supervision and direction; establish and maintain cooperative working

relationships with the public and the staff.

PHYSICAL DEMANDS
The physical requirements indicated below are examples of the physical aspects that this position classification must perform in carrying out essential job functions.

- will frequently exert 10 to 20 pounds to lift, carry, push, pull, or otherwise move objects
- will sit for extended periods of time, but will involve walking or standing for extended periods
- must possess the ability to hear and perceive the nature of sound
- must possess visual acuity and depth perception
- must be capable of providing oral information, both in person and over the telephone
- must possess the manual dexterity to operate microcomputers and business-related equipment and to handle and work with various objects and materials

Reasonable accommodation may be made to enable a person with a disability to perform the essential functions of the job.

EXPERIENCE AND EDUCATION
Experience: Three years of experience in conducting a comprehensive public information program, or writing and reporting for newspapers, magazines, radio, television or similar organizations.

Education: Verification of a High School diploma, a GED certificate, or a higher degree supplemented by training or course work in English, journalism, or closely related subjects. An Associate of Arts degree is preferred.

License Requirement: Possession of a valid California Motor Vehicle Operator's License

Condition of Employment: Insurability by the District's liability insurance carrier

11/15/2007
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