

## **Position Title: PUBLIC INFORMATION OFFICER**

### **Position Summary**

Under supervision of the Superintendent, serve as the spokesperson for the District and as a member of the Superintendent's Executive Cabinet. As the conduit for communication for all stakeholders, the Public Information Officer (PIO) plans, develops, implements, and directs all internal and external communications; coordinates emergency responses, public relations, media access, branding and marketing for the District. In consultation with the Superintendent, the PIO oversees all communication outlets used to enhance community awareness, knowledge, understanding, and interest in the educational programs offered by the Davis Joint Unified School District.

### **Essential Duties**

May include, but are not limited to, the following items listed below:

- Oversee the development and implementation of a long-term two-way communications strategy focused on engaging and informing all stakeholders about District events, programs, and achievements to create an atmosphere of enthusiasm, cohesion, trust, and transparency;
- Serve as a member of the Superintendent's Cabinet; gather information, verify accuracy, and inform the Superintendent and others on emerging situations;
- Develop, write, and produce various materials for distribution to the public and to District staff and for public presentations, including speeches, newsletters, editorials, videos, web communications, social media, etc.;
- Create and implement crisis communications plans and coordinate all communications issued at the District and/or site levels in times of emergency and serve along with Superintendent as District spokesperson in case of crisis events;
- Manage small team of communication support staff
- Manage the Public Records Act request process for the District;
- Promote, publicize, and assist with the coordination of District activities, events, programs and enrollment openings to the media and the region;
- Establish and maintain positive working relationships with the media, maintain media contact list; assist the press with developing stories; organize media site visits; and provide training to the Board, District administrators and employees in dealing effectively with the media;
- Represent the District as an information source for the news media, parents, school district employees, business and industry, and residents of the community including serving as one of the District's spokespersons to the media;
- Attend Board of Education meetings and serve as a liaison to the media; coordinate requests for interviews, respond to questions and provide results of Board actions as appropriate;
- Assure timely and effective communication regarding incidents or situations which impact the District;
- Provide research and writing support to the Superintendent, Board of Education and other District administrators as directed;

- Investigate and monitor legislative or other matters of import for the District; and serve as a District liaison to city and other local groups or agencies;
- Manage content of district website, develop and manage all social media channels, and assist leaders, departments and school sites with website, social media presence, and other forms of outreach;
- Coordinate District outreach messages delivered by District and schools;
- Communicates effectively with students, staff, parents and the public using tact, diplomacy and courtesy in sometimes confrontational or stressful situations; and
- Performs other duties as assigned that support the overall objective of the position.

**Education and Experience:** Single or Multiple Subject credential and/or Bachelor's degree in communication, marketing, public relations, political science, journalism or related discipline (Masters degree preferred), and at least five years of work experience in public relations, marketing or related field and/or service as a PIO. Experience in an educational setting is highly preferred. Valid California Class C driver's license. Spanish language fluency preferred.

### **Demonstrated Knowledge and Abilities**

#### **Knowledge of:**

- Correct English usage, spelling, grammar and punctuation;
- The correct form for business correspondence and report writing;
- Marketing and branding strategies;
- Principles and practices of media relations and public relations;
- Principles and practices of school and community relations;
- Web and graphic design standards, principles and maintenance.

#### **Ability to:**

- learn and interpret the laws, rules, regulations and policies of the District and the school, and apply them using good judgment in a variety of situations;
- Perform responsible clerical and recordkeeping work of above average difficulty with speed and accuracy;
- Complete assigned projects and duties requiring research;
- Use initiative and independent judgment while meeting strict timelines;
- Take responsibility for the efficient operation of the office;
- Perform multiple tasks in a busy office environment;
- Operate a variety of office equipment;
- Communicate effectively;
- Understand and carry out written and oral instructions; and establish and maintain effective working relationships.

#### **Physical Abilities**

- constant physical movement to include standing, walking, sitting, stooping, bending, and kneeling;

- Ability to lift and carry 10 pounds;
- Requires the use of hands to perform repetitive hand/finger movements for activities such as but not limited to using a keyboard; and the ability to see, hear, speak, read and write to provide for effective and efficient communication with the public, students, and school personnel.

**Work environment**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The work environment is a standard office setting indoors and at times may require work outdoors. It also includes standard office equipment.