



EMPLOYEE NAME: _____

Create:6/25

JOB DESCRIPTION

POSITION TITLE: Public Information Officer	JOB CODE: 488T
DIVISION: Strategy and Accountability	SALARY SCHEDULE: Professional/ Supervisory Support
DEPARTMENT: Communications	WORKDAYS: Annual Operational Personnel
REPORTS TO: Director, Public Relations	PAY GRADE: NK07
FLSA: Exempt	PAY FREQUENCY: Monthly
<p>PRIMARY FUNCTION: Serving as the primary liaison between the District and the media, providing timely, accurate communication. This includes copywriting and editing, writing and distributing press releases, gathering information and preparing responses to media, regularly updating data and routine information for media, managing a database of media contacts, connecting journalists to appropriate District subject matter experts, and supporting and strengthening relationships with media. This role includes on-site crisis communication management, acting as a spokesperson when required during emergencies, and coordinating on-site media relations. The position plays a critical role in maintaining relationships with local law enforcement Public Information Officers, and emergency responders to ensure seamless coordination during a crisis situation.</p>	

REQUIREMENTS:

1.	Educational Level: Bachelor's degree or higher in Communications, Public Relations, Journalism, Public Affairs or related field Preferred. A combination of experience and education may be used to meet the degree requirement.
2.	Certification/License Required: None
3.	Experience: Minimum of 3 years (preferably 5+) journalism, crisis communications, media relations, public messaging, or professional communications experience; strong writing and proofreading experience required.
4.	Physical Activities: Routine physical activities that are required to fulfill job responsibilities.
5.	Knowledge, Skills, & Abilities: Exceptional written, oral, presentation and communication skills; proven ability to work successfully within teams and manage conflict professionally and respectfully; demonstrated success in high-pressure crisis communications and rapid-response media coordination; strong understanding of journalism principles, media relations, and messaging across multiple communication channels; Strong understanding of the role of public affairs in government or school district settings preferred; ability to develop and implement communication strategies using assigned platforms; creative problem solver with a solution-oriented mindset; highly motivated and able to prioritize, multi-task, and adapt quickly in a fast-paced, complex environment; background in communications technologies, including proficiency in Microsoft Office, Adobe Creative Suite, and web publishing tools Ability to serve as District spokesperson when needed; Social media and blogging experience appreciated; Ability to travel and be on-site during emergencies, including standing for extended periods and responding outside normal business hours.

The Board of Education and the Superintendent may accept alternatives to some of the above requirements.

ESSENTIAL DUTIES:

1.	Demonstrates prompt and regular attendance.
2.	Provides the highest quality of customer service while delivering communications to both internal and external stakeholders.
3.	Writes and edits for multiple media platforms, including brochures and other marketing materials, newsletters, internal and external email blasts, news releases, and website, ensuring that key messages are accurate, compelling, and include a call to action as appropriate.
4.	Supports brand identity standards for schools and the District.
5.	Writes, edits, and distributes press releases, media advisories, talking points, and public statements.
6.	Implements journalism principles and practices and techniques related to planning, composing, and editing publications utilizing recognized journalistic standards.
7.	Writes, edits, and supports of release of content on the District news blog and other platforms
8.	Works collaboratively with Department staff to provide written copy for communications and marketing initiatives.
9.	Monitors appropriate strategies, trends, and technology to ensure utilization of the latest tools. Supports crisis communication efforts, including real-time updates and messaging to stakeholders.
10.	Provides support for Board of Education meetings, public forums, and other district events.
11.	Collects and maintains district facts, figures, and statistics for public provision. This includes monitoring media coverage and placements of District news.
12.	Experience with stakeholder involvement (project -specific and/or meeting coordination).
13.	Demonstrated ability to write for and communicate clearly with a wide variety of communication media, such as newspapers, radio, television, and other forms of media.
14.	Knowledge of methods and techniques of developing and executing marketing and communications to the public.
15.	Demonstrated project management skills with the ability to meet deadlines for all types of media, maintaining multiple projects simultaneously with frequent interruptions.
16.	Performs other duties as assigned by the appropriate administrator.

Signature of Employee _____ Date _____

Signature of Supervisor _____ Date _____