

PUBLIC INFORMATION SPECIALIST

JOB SUMMARY

Under general supervision, to plan, organize, and perform public information activities for the school district using a variety of media; and to do related work as required.

ESSENTIAL DUTIES

- Attends meetings, reviews publications and reports, and confers with individuals and groups to obtain information.
- Writes articles, feature stories, and news releases covering district activities.
- Writes, designs, lays out, and edits brochures, newsletters, and other district publications.
- Writes materials for special projects, such as Back-To-School Night, Public Schools Week, and other activities in which both school and community groups are involved.
- Establishes and maintains cooperative working relations with the press and representatives of other news media.
- Attends regular and special meetings of the Board of Education and other meetings as requested.
- Consults with administrative and school staff to assist in developing an understanding of district aims, objectives, and programs.
- Writes drafts of statements, special reports, and speeches for board members, the superintendent, and the staff.
- Represents the district before groups and at meetings.
- Publicizes district activities and conducts special tours of district facilities.
- Assists with regular and special district elections by disseminating information.
- Does related photographic work as necessary.
- Maintains records and files.

EMPLOYMENT STANDARDS

Education and Experience: Any combination equivalent to graduation from college with a major in journalism, public relations, or a related field and two years of responsible experience in public relations or public information.

KNOWLEDGE AND ABILITIES

Knowledge of:

- Public information channels and methods of distributing news.
- Public relations principles and practices.
- Research methods, fact sources, and statistical presentation.
- Correct English usage, spelling, grammar, and punctuation.
- School district goals, organization, and operation.

Ability to:

- Gather, analyze, evaluate, and interpret information and data.
- Write articles which are adapted to the needs and interest of diverse groups.
- Digest, abstract, and condense reports.
- Establish and maintain effective working relationships with representatives of news media, district employees, and community representatives.
- Organize, edit, and lay out publications.
- Speak effectively before groups.

LICENSE: Must possess and maintain a valid Class C California Driver License and remain insurable at the standard insurance market rate.