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## **PUBLIC INFORMATION MANAGER**

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### **JOB SUMMARY:**

Under direction of the District Superintendent or designee, strategizes, plans, organizes, develops and administers a comprehensive public information and communication program; develops, collects, writes and disseminates various forms of communication, both internal and external, to create an understanding and awareness of the District's programs, services, activities, philosophy, objectives and staff as well as enhance the District's image and the public's perception of the District.

### **CLASS CHARACTERISTICS:**

This single incumbent classified management position provides support to the Superintendent or designee by directing all functions pertaining to District's public information and communication program. The position performs general and technical functions including drafting and editing informational materials, press releases, Internet publishing, electronic presentations and graphic arts production, plans, develops, coordinates, maintains and updates the District website, and serves as a resource regarding availability and utilization of design, methods, and materials for instructional and other presentation forums.

### **REPRESENTATIVE DUTIES (*E denotes an essential function of the job*):**

The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this classification.

- Work with Superintendent and senior staff in developing and coordinating district marketing and community outreach plans; ***E***
- Consult regularly with Superintendent or designee to create, review, edit, and disseminate news releases, information materials, brochures and pamphlets concerning District-wide and school site activities and achievements, educational programs, activities and general information about the District, and policies and actions of the Governing Board to the public; ***E***
- Develop various forms of material including newsletters, handbooks, manuals, brochures, posters, advertisements, presentations, guides, directories, web-based documents and graphic images and visual displays for programs and events; ***E***
- Coordinate communication content and schedules, graphic arts projects and website publications; ***E***
- Design, create, and coordinate the production of District publications, logo design, reports, booklets, charts, graphs and other printed and electronic materials to enhance appearance and understanding; ***E***
- Assist the Superintendent or designee in preparing media presentations using a variety of media programs to keep the Board of Trustees, District employees and/or the public informed on matters of importance to the District; ***E***

- Assist school site and District administrators in development of effective communication tools and procedures including school and department webpages and social media; *E*
- Compose and edit District press releases, publications and informational materials, newsletters and website articles covering District and school activities; *E*
- Work closely with Superintendent in resolving public relation problems, issues and concerns, overseeing and insuring the preparation of accurate information, effectively disseminated to ensure a positive district image is maintained throughout the community; *E*
- May serve as District spokesperson in case of emergency or crisis events; *E*
- Consult with Superintendent and senior staff to ensure all internal and external communications regarding District and department services, initiatives and programs are communicated in a consistent manner that reflects the policies and positions supported by the District; develop strategies, branding standards and communication protocols; *E*
- Manage content of district website, develop and manage social media; *E*
- Arrange the printing and duplication of publications, confer with printing vendors; *E*
- Independently perform office support work relating to District public information and communications, maintain departmental records, maintain schedule of department deadlines and ensure the timely performance of tasks consistent with District standards and expectations; *E*
- Effectively use and manage a full range of tools, including web, video and social media such as Facebook, Twitter, blogs, etc. and assess what tool is appropriate for what purpose and with what impact. *E*
- Encourage media stories and provide responses to requests for information and provide effective public understanding of District issues, objectives and accomplishments; *E*
- Establish and maintain strong partnerships with newspaper and other media representatives, community and school groups; *E*
- Provide training for Board of Trustees and staff members regarding relations and appropriate communication with the news media; *E*
- Attend Ocean View School District Board Meetings and such other meetings as directed by the Superintendent; *E*
- Prepare correspondence, statistical data and reports, independently or from general instructions;
- Keep current on modern communications methods, graphic arts and Internet publishing techniques and practices.

**SUPERVISION:**

Receives administrative direction from the Superintendent;

Supervision may be exercised over other employees.

## **MINIMUM QUALIFICATIONS:**

### **Knowledge of:**

- Principles of office organization and management, public relations, community relations and communication programs;
- Modern office methods, procedures, terms, equipment;
- Word processing, spreadsheet, database, Internet and E-mail computer applications;
- Desktop publishing techniques and software applications;
- Business office telephone techniques and etiquette;
- English usage, spelling, grammar, punctuation, composition, vocabulary and skills in proofreading;
- Basic mathematics used in an office environment;
- Standard record, filing systems and procedures;
- Basic objectives, organization, functions of a California school district;
- Rules, regulations, laws and policies governing District and Public Relations functions.

### **Ability to:**

- Compose correspondence and written material independently or from oral instructions which are adapted to the needs and interests of diverse groups;
- Write and edit a variety of print and online communications;
- Organize, create, and edit layout publications;
- Utilize sound independent judgment in performing tasks and fulfilling responsibilities;
- Develop and maintain effective interpersonal relationships using tact, patience, courtesy and respect;
- Communicate accurately, effectively and courteously, both orally and in writing, to a diverse audience;
- Operate and maintain various standard and specialized office equipment, including personal computers, and effectively utilize word processing, spreadsheet, database, Internet E-mail and presentation software;
- Use Microsoft office proficiently;
- Keyboard at a net corrected speed of 50 words per minute;
- Prioritize workload and work effectively in a demanding environment;
- Understand, be sensitive to, and respect the diverse academic, socio-economic, ethnic, religious, and cultural backgrounds, disabilities and sexual orientation of students, parents, teachers, administration and staff;
- Learn and interpret Federal, State, District codes and regulations including administrative and school policies and procedures.

## **EMPLOYMENT STANDARDS:**

Any combination of education, training and experience which demonstrates the ability to perform the duties of the position. A typical qualifying entrance background would include:

### **Education:**

- Graduation from an accredited college or university with a bachelor's degree in public administration/relations, communications, journalism or related field.

### **Experience:**

- Five years of successful experience coordinating high level public relations matters in one or more of the following areas:
  - Planning, writing, editing, composing and producing a variety of print and online communications media, newsletters, press releases, presentations and other print publications.
  - Utilizing desktop publishing to prepare brochures, catalogs, and advertisements in a public relations environment.
  - Public relations experience encompassing regular writing of material, use of technology, photography and communications is preferred.
- Experience working or volunteering in public schools is desirable.

## **LICENSES REQUIRED:**

Possession of a valid, appropriate California Driver License.

All of the above licenses must be maintained as a condition of continued employment.

## **PHYSICAL DEMANDS, WORKING ENVIRONMENT AND HAZARDS:**

Performs administrative work in a typical office environment; safely lift, carry, push up to 25 pounds; frequently sits and stands; occasionally walks, stoops, bends and reaches over head; repetitively uses fingers on both hands simultaneously; communicates clearly and is able to understand normal voice conversation; visual acuity sufficient to see small details in an office environment; uses a computer and telephone; works primarily inside and occasionally outside; has direct contact with public and other District staff, occasionally in difficult and/or negative interpersonal situations; frequently works with high volumes and tight deadlines without direct guidance from supervisor. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the position.

Classified Management Salary Schedule  
Salary Range M61

New classification effective: 1/14/16

Salary Range Reallocation from M54 to M61 recommended by Personnel Commission 8/8/19, approved by Board of Trustees 8/13/19