



Job Description

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| POSITION TITLE: | Public Information Officer | #5074 |
| SALARY PLACEMENT: | Management Salary Schedule Range 12 | |

MINIMUM QUALIFICATIONS-EDUCATION, TRAINING, AND EXPERIENCE:

Possess a Bachelor's degree in English, Journalism, Communications, Marketing, Media Studies, Graphic Design, or other related field.

DESIRABLE QUALIFICATIONS – EDUCATION, TRAINING, AND EXPERIENCE:

Two years' experience in media, journalism, public relations, graphic design, writing, or editorial work.

KNOWLEDGE, SKILLS, AND ABILITIES:

Possess leadership skills in planning, setting agendas, and coordinating/conducting meetings/trainings. Ability to supervise, evaluate, and train staff. Possess effective public speaking techniques. Ability to operate a computer and knowledge of assigned software. Ability to be flexible based on program needs. Ability to create and follow policies and procedures. Possess a valid California driver's license and proof of liability insurance coverage in the minimum amount required by SJCOE policy; insurable by the SJCOE carrier. Must furnish own transportation as required to fulfill job duties.

CREDENTIALS AND/OR UNIQUE KNOWLEDGE, SKILLS AND ABILITIES:

Knowledge of strategies to provide communications assistance, including site communication plans, school-business partnership assistance, community relations, and news media relations. Ability to identify communication goals and tactics, and devise additional strategies to assist with reaching goals.

DISTINGUISHING CHARACTERISTICS:

The Public Information Officer is a management-level position.

SUMMARY OF POSITION:

The Public Information Officer (PIO) is under the direction of the County Superintendent of Schools and the Administrative Services Director. The PIO will build and maintain public support by organizing, developing, and disseminating information regarding San Joaquin County Office of Education (SJCOE) news, communications, social media, and publications. This position will serve as a communication advisor to SJCOE administrators. The PIO will provide accurate and timely information to the SJCOE staff, school districts, news media, business community, and the general public regarding SJCOE programs. The PIO will also assist with the identification of topics and staff for media publications that inform the public of important SJCOE issues.

ESSENTIAL FUNCTIONS:

Essential functions may include, but are not limited to:

1. Work effectively with school districts, community organizations, government agencies, parents, students, and/or staff.
2. Maintain confidentiality on issues concerning program and staff.
3. Supervise interns.

4. Participate, coordinate, or conduct a variety of meetings, committees, trainings, workshops, and/or conferences in order to present materials and information concerning department programs, services, operations, and activities; represent SJCOE at local, regional, and state meetings, conferences, in-services, boards, councils, and events.
5. Maintain current knowledge and interpret applicable rules, regulations, policies, procedures, contracts, State and Federal laws, codes and regulations.
6. Communicate effectively both orally and in writing.
7. Analyze situations accurately and adopt an effective course of action.
8. Establish and maintain cooperative and effective working relationships with others.
9. Work independently with little direction.
10. Meet schedules and time lines.
11. Prepare reports as needed for program.
12. Coordinate and design all formal publications of San Joaquin County Office of Education, including annual reports, reports from County Superintendent of Schools to employees; selected Board of Education information; and brochures, pamphlets, newsletters, and other materials as needed to promote understanding and appreciation of San Joaquin County Office of Education.
13. Develop and maintain communication with social media, e-newsletters, etc.
14. Develop and maintain brand image, positioning, and messaging for SJCOE; develop and maintain image and identity standards for SJCOE.
15. Serve as a spokesperson and point of contact for SJCOE as appropriate. Establish and maintain positive working relationships with local media, maintain media contact lists, assist the press with developing stories, and organize media visits when necessary.
16. Work collaboratively with SJCOE staff to update SJCOE and program websites.
17. Consult with San Joaquin County Office of Education administrators to develop and implement specialized public information events and activities
18. Prepare news releases as needed; respond to reporters from daily and weekly newspapers, television news stations, and radio news stations: route questions to appropriate management staff as needed.
19. Maintain and distribute current listing(s) of upcoming events within and outside San Joaquin County Office of Education for distribution to employees, staff, news media, local and state agencies, and educational institutions.
20. All other duties as assigned.

PHYSICAL REQUIREMENTS:

Employees in this position must have the ability to:

1. Sit and stand for extended periods of time.
2. Enter data into a computer terminal/typewriter, operate standard office equipment and use the telephone.
3. Hear and understand speech at normal levels and on the telephone.
4. See and read the computer screen and printed matter with or without vision aids.
5. Speak so that others may understand at normal levels to small or large groups, and on the telephone.
6. Stand, walk, and bend over, reach overhead, grasp, push, pull and move, lift and/or carry up to 25 pounds to waist height.

WORK ENVIRONMENT:

Employees in this position will be required to work indoors and/or outdoors in an educational and standard environment, and/or make home visitations. Employees may come in direct contact with students, parents, SJCOE and school district staff, outside agency staff, and the public.

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