

SAN DIEGO UNIFIED SCHOOL DISTRICT

POSITION DESCRIPTION

TITLE:	Public Information Coordinator	REPORTS TO:	Chief Public Information Officer
DEPARTMENT:	Public Information	CLASSIFICATION:	Classified
FLSA:	Non Exempt	SALARY GRADE:	054 OTBS
ISSUED:	Upon Board Approval		

BASIC FUNCTION:

Under general supervision, identifies and coordinates major communication and public relations issues in the district. Develops marketing and media strategies designed to inform a broad sector of the public on matters of major importance.

REPRESENTATIVE DUTIES: (Incumbents may perform any combination of the essential functions shown below. This position description is not intended to be an exhaustive list of all duties, knowledge, or abilities associated with this classification, but is intended to accurately reflect the principal job elements.)

E = Essential Functions

Develop, coordinate, and implement strategically proactive communications programs about district educational initiatives and activities. *E*

Consult with senior staff regarding effective means of informing the public and district personnel concerning matters of timely interest or sensitivity. *E*

Represent the district in district-wide meetings to coordinate media strategy. *E*

Initiate and prepare press releases, position papers, correspondence, and related materials for distribution to the press and public. *E*

Initiate personal contacts with newspaper, radio and television personnel, and personnel from other agencies and organizations for the purpose of creating positive public relations for the district. *E*

Arrange and conduct in-service programs and make presentations to district employees, students, parent groups, and others. *E*

Represent the district and administrative staff in meetings or communications with the public concerning district policies and administrative procedures. *E*

Provide technical expertise, information and assistance to management regarding assigned functions; assist in the formulation and development of policies, procedures and programs; advise management of unusual trends or problems and recommend appropriate corrective action. *E*

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; perform other duties as assigned.

EDUCATION AND EXPERIENCE:

Any combination of training, experience, and/or education equivalent to graduation from a recognized college or university with a bachelor's degree in marketing or related field and two years of recent experience in a school district or government agency.

LICENSES AND OTHER REQUIREMENTS:

Valid California driver's license.

KNOWLEDGE AND ABILITIES:

Knowledge of:

- Effective marketing and communications strategies.
- Communications media and its most effective uses, including print, radio, and television.
- Appropriate media and media management contacts regarding given issues and circumstances.
- Current issues regarding the district.
- Organization, operation, and practices of newspaper, radio, television, and other media.
- Activities, policies, practices, organization, and protocols of the district.
- Fundamentals of writing, editing, composition, layout, and production of employee publications, news magazines, and educational publications.
- Local and national educational issues and trends.
- Internet news and posting sites and search techniques.
- Ethnic, cultural, geographic, and socio-economic diversity of the populations served by the district.

Ability to:

- Present information regarding district programs in a proactive and media-sensitive manner.
- Communicate concisely and effectively both orally and in writing.
- Write press releases and other publications accurately, clearly and concisely.
- Use correct spelling, grammar and punctuation.
- Develop effective media campaigns.
- Develop effective media campaigns for non-English speaking populations.
- Effectively work in a demanding environment.
- Problem solve to analyze issues, create plans of action and reach solutions.
- Prioritize numerous tasks and complete them under various time constraints.
- Handle multiple projects with deadlines in an accurate manner.
- Advise administrative personnel regarding communications materials and equipment.
- Operate a computer and applicable software.
- Maintain current knowledge of technological advances in the field.
- Send and receive emails and research information through the Internet.
- Work independently with little direction and provide work direction to others.
- Respond to changing rules and regulations.
- Provide excellent customer service and promote a positive work environment.
- Establish and maintain working relationships with the public, staff, subordinates, and administrators.
- Work collaboratively in a team environment.
- Understand and be sensitive to, and have respect for the diverse academic, socio-economic, ethnic, religious, and cultural backgrounds, disability, and sexual orientation of students, parents, teachers, administrators, and staff.
- Maintain consistent, punctual and regular attendance.
- Develop and maintain effective interpersonal relations using tact, patience and courtesy

WORKING CONDITIONS:

ENVIRONMENT: Indoor, office setting.

PHYSICAL ABILITIES:

Dexterity of hands and fingers to operate a computer keyboard; sitting or standing for extended periods of time; hearing and speaking to exchange information and make presentations; seeing to read and write reports; lifting light objects.

Job Code: 6781

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