

**WALNUT VALLEY UNIFIED SCHOOL DISTRICT**

JOB TITLE: PUBLIC INFORMATION SPECIALIST

**BASIC FUNCTION**

Under general supervision of the Superintendent, performs specialized clerical and support work in the implementation of the District's public information program including use of social media tools; to assist in the areas of special events public relations, media liaison, and publications regarding the District, its programs, and general education issues; and to do other related work as assigned. Work independently to prepare and disseminate district's public information through internal and external publications, social media accounts, and news media. Incumbents in this classification provide updated information and media linkage support for the entire Walnut Valley USD community which directly supports learning.

**ESSENTIAL JOB FUNCTIONS**

- Develops, implements and coordinates the District's public information program relative to the district, its programs and education issues
- Develops, prepares, edits and disseminates news releases, publications, promotional materials and social media messaging in compliance with policies, regulations, and guidelines concerning public information
- Determines and recommends story selection, coverage for news articles and publications, District schools to be featured in news stories, and posts for social media as part of a planned information and communications program
- Writes copy, edits material, designs layout and arranges for printing, and distribution of materials for District newsletters, publications, and brochures
- Prepare and issue news releases and other information on articles of importance for presentation to the news media
- Manages, designs, develops and updates information content on the District's social media accounts (e.g., Twitter, Facebook) posting new content, maintaining current content, and removing outdated posts
- Updates and maintains links and posts new content information on the Walnut Valley Unified School District's website home page
- Schedules and coordinate interviews, conferences and other similar activities with District personnel and media representatives and other activities in which both school and community groups are involved
- Maintains communication and positive relations with news media
- Assists in the coordination and conduct of special events and projects as needed; arranges media or public relations tours, and provides appropriate information to the local chambers of commerce, realtors, city government and other agencies
- Conducts outreach activities and coordinate event volunteers
- Solicit donations for special events and recognition programs and maintains close communication with foundations and District's business partners
- Schedules and attends a variety of meetings, events and activities
- Takes photographs and provides for photographic layouts and video/film presentations of appropriate school activities and District programs for use in media, publications and presentations
- Assists in the organization and presentation of employee recognition programs
- Gathers and preserves photos, information, district-related news clippings, and other related documents

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- Maintains necessary files, records and mailing lists
- Serves as the district's primary contact person for the media
- Provides clerical assistance to other staff as needed
- Performs other duties related to the class as required

### **JOB REQUIREMENTS – QUALIFICATIONS**

#### **Skills, Knowledge and/or Abilities Required:**

##### Skill to:

- Utilize a variety of software to prepare publications, webpages, social media accounts and promotional materials
- Write reports, news releases and related data
- Use cameras and other photographic equipment effectively
- Operate various office machines, such as a computer workstation, copier, and calculator
- Take effective photographs of events for use in various communication media

##### Knowledge of:

- State and local education programs, innovations, directions and major issues
- Principles and practices used in preparing, producing, and disseminating public information as part of an overall program of promotional and informative public relations activities
- Legal mandates, policies, regulations, and guidelines pertaining to the distribution of news and public information
- Fundamentals of writing, composition, layout, and production of mass-media communications
- Proper journalism practices
- Methods, techniques, and procedures pertaining to the preparation of news releases, new copy, promotional brochures, and other informational materials
- News media and other informational distribution resources
- Appropriate English usage, grammar, punctuation, spelling and editing, and proofreading techniques
- Interpersonal skills using tact, patience, and courtesy
- The principles and appropriate use of graphics and photographic materials in the creation and presentation of informational materials
- The functions and organization of public schools in California
- Modern office practices, procedures and equipment
- Telephone techniques and etiquette

##### Ability to:

- Organize, design, layout, and edit public information and promotional materials to communicate effectively and skillfully, in words and visual images, the District's message on a variety of current topics
- Communicate effectively in oral written and visual formats utilizing a journalistic and technical writing style
- Deal tactfully and effectively with employees, media representatives, elected public officials, District staff, parents and a variety of community stakeholders, maintaining positive working relationships
- Maintain records, prepare reports, and monitor budgets

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- Maintain cooperative personal relationships with press and media representatives, educators, parents, and the public
- Perform and organize a wide variety of complex tasks with accuracy and meet varying deadlines
- Work confidentially with discretion, exercising professional judgment in the release of information and materials to the public and communications media
- Present material simply, graphically, and pictorially
- Acquire conceptual and working knowledge of programs, policies and schools and effectively communicate these topics in words and images
- Work independently with little direction
- Understand and carry out oral and written directions with minimal supervision
- Establish and maintain positive and effective working relationships
- Promote team building and a positive work environment
- Adapt easily to work assignments, additional priorities and new procedures
- Receive constructive criticism and modify work appropriately
- Prioritize and identify needs and solve problems independently as appropriate
- Suggest procedural improvements to supervisors, as appropriate
- Skillfully handle difficult situations using good judgment
- Maintain high level of professionalism in keeping the needs of customers a top priority
- Learn and use effectively and skillfully various software for producing print and electronic media to disseminate information and maintain the District's Website and social media presence (e.g., such as word processing, Photoshop, Publisher, Adobe PageMaker, Facebook, Twitter etc.)
- Make arrangements for meetings, workshops, conferences, and media interviews
- Set schedules and meet timelines
- Drive a vehicle to conduct work
- May be required to work some evenings and weekends
- Keyboard at an acceptable rate of speed

**PHYSICAL DEMANDS**

Persons performing service in this position classification will be expected to perform medium work, which involves lifting no more than 50 pounds at a time occasionally and frequently lifting or carrying objects weighing up to 25 pounds. The work may occasionally involve ascending stairs and ramps and involve sitting for extended periods of time. If someone can do medium work, it is deemed that he or she can also do sedentary and light work. (Per the Code of Federal Regulations – Section 404.1567 “Physical Exertion Requirements”)

Reasonable accommodation may be made to enable a person with a disability to perform the essential functions of the job.

**EXPERIENCE AND EDUCATION REQUIREMENT**Experience:

Experience in journalism, public relations, media writing, communications, or other similar employment, preferably including experience in California K-12 public school organizations.

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Education:

Equivalent to the completion of High School with additional coursework or training in journalism, public relations, communications, or other related fields. An Associate or Bachelor degree in journalism, communications, graphic/media design or closely related field is preferred.

**LICENSES AND/OR CERTIFICATE REQUIREMENTS**

- Possess and maintain a valid California Driver's License along with evidence of insurability.
- Possess and maintain a valid First Aid Certificate