

**DAVIS JOINT UNIFIED SCHOOL DISTRICT**  
***JOB DESCRIPTION***

Position Title: Public Information Officer (PIO)

Salary Range: Director II \$104,919 - \$115,673 (222 Days)

Strategic Function

The DJUSD Public Information Officer (PIO) works under the direction of the superintendent to plan, organize, control, and direct a highly visible and proactive program of public relations, media relations, and communications extending to the District's key stakeholders, including news media, parents, employees, business community, and residents within the DJUSD service boundaries.

Key roles for the PIO are advising the Superintendent and/or the Cabinet on communication issues; serving as the District's media liaison on district-wide events and issues; and facilitating proactive relationships between DJUSD and the community;

In addition, the PIO designs, lays-out, writes, and edits material for publications; coordinates the education-business Partnership Program, and performs related support services for the District administration.

Essential Functions:

This position description is not intended to be an exhaustive list of all duties, knowledge, or abilities associated with this classification but rather, it is intended to accurately reflect the principle job elements.

The DJUSD PIO is expected to:

- Work directly with the superintendent to plan, develop, organize, and direct a highly visible and comprehensive public relations program to enhance the District's communication to its wide variety of constituents;
- Serve as a member of the Superintendent's Cabinet; gather information, verify accuracy, and inform the Superintendent and others on emerging situations;
- Coordinate and distribute information to District administrators, employees, the public and media regarding the District's programs, policies, events, and initiatives;
- Coordinate public information relative to new or developing programs; write or review articles and statements; and advise District administrators and other personnel on public-relations aspects of such programs;
- Present information regarding District programs in a proactive, complete and media-sensitive manner;
- Develop and implement a District strategic media/community relations plan for internal and external communication systems, and parent and community engagement, including strategies for diverse cultures and multiple languages;

- Establish and maintain cooperative and effective working relationships with members of the news media, community leadership, and administrators;
- Represent the District as an information source for the news media, parents, school district employees, business and industry, and residents of the community;
- Attend Board of Education meetings and serve as a liaison to the media; coordinate requests for interviews, respond to questions and provide results of Board actions as appropriate;
- Coordinate responses to all public information requests for the purpose of ensuring effective communication practices and to provide positive customer service and user experience;
- Facilitate periodic media relations training for the Board, site administrators and other staff members;
- As appropriate, initiate and maintain communications with the non-English speaking media and the populations they represent;
- Provide for contacts and immediate responsiveness to emergencies at all times including receiving and assessing information, cooperating with news media, law enforcement, and others, and informing appropriate District personnel;
- Serve as one of the District's spokespersons to the media;
- Plan, organize and develop video/multi-media productions;
- Prepare and edit written material, including internal and external newsletters, brochures and other publications, that provides information to enhance the understanding, awareness, and support of the District's operation and programs;
- Coordinate the District's education-business Partnership Program and serve as the liaison to local Chambers of Commerce relating to Partnerships and other activities affiliated with the business community;
- Attend regular and special meetings of the Board of Education and disseminate the actions of the Board to the news media, District employees and the community, as needed;
- Work in conjunction with the Superintendent in the preparation and distribution of policy and administrative regulation revisions;
- Comprehend, interpret, and be able to explain complex rules, regulations, policies, and procedures in easy-to-understand language;
- Write clear, concise, accurate reports, articles, and speeches;
- Provide photographic services, as needed, for District events and activities;
- Develop, plan, and/or coordinate various system-wide district activities (e.g. community outreach, media/public relations functions, etc.) for the purpose of enhancing district/community relationships, improving customer services/programs, promoting a positive public image, and user experience
- Maintain communication with District stakeholders on the Internet via web pages;
- Provide, as needed, general supervision over clerical and duplicating support positions; and
- Perform related duties as assigned.

## Demonstrated Knowledge and Abilities

The PIO is expected to have knowledge of:

- Yolo County and Sacramento news media;
- A broad range of communications media and their most effective uses, including print, radio, television, cable, and social media;
- Appropriate media contacts and protocol regarding media relations for public school entities, especially as they relate to sensitive issues and circumstances;
- Brown Act, laws related to freedom of press and free access to public information;
- Legal entitlements and restraints for public schools;
- Public relations, marketing principles and practices;
- Social media and internet strategies and tactics
- Public information channels and news media;
- Public speaking techniques;
- Correct English usage, grammar, spelling, punctuation and vocabulary (familiarity with *Associated Press Stylebook* highly recommended); and
- Technical aspects of field of specialty, including collateral development, publishing, photography, videography, Web site content management, user experience design and social media.

## General Abilities:

The PIO is expected to:

- Communicate effectively orally, in writing, and online;
- Maintain confidentiality of District information;
- Analyze situations quickly and accurately; and recommend/adopt an effective course of action while demonstrating tact, diplomacy, and confidence;
- Relate effectively to a diverse population in meeting the needs of those segments of the community served by the District;
- Demonstrate good judgment and a strong sense of ethics;
- Use patience, tact, and courtesy with others;
- Handle multiple tasks, work under pressure, and work with priorities/deadlines subject to frequent change;
- Collaborate in team efforts and projects;
- Prepare and deliver oral presentations;
- Work independently with little direction;
- Meet schedules and time lines; and
- Use personal computer and media-related software.

## Education and Experience Required

Graduation from an accredited college or university with courses in journalism, communications, broadcasting, media, and/or marketing and public relations (Masters degree preferred) and five years of recent experience or consulting experience in school

communications, public relations, media relations, marketing, or service as a PIO. Experience in news reporting, writing for publications, photography, publication design and layout, user experience design, power point presentations, and social media communication strategy is desired.

Credentials/Authorizations/Licenses Required

Valid California Class C driver's license

Working Conditions

*Sample Environment:*

Indoor office environment and regularly works near video display. The employee is occasionally exposed to outside weather conditions and uses personal vehicle, and occasionally works evenings and weekends.

*Sample Physical Abilities:*

While performing the duties of this job, the employee is regularly required speak and hear in order to exchange information and make presentations; able to sit and work at a desk, conference table, or in meetings of various configurations. The employee frequently is required to use hands to finger, handle, or feel; reach with hands and arms. The employee is occasionally required to stand and walk. The employee must regularly lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, and ability to adjust focus in order to read a variety of printed matter and computer screens.

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