



COVINA-VALLEY

UNIFIED SCHOOL DISTRICT

October 2021

Revised Job Description

Personnel Commission: March 8, 2022

Board Approval: March 21, 2022

Public Information Specialist

Definition

Under the general supervision of the Superintendent, performs specialized clerical and support work in the implementation of the District's public information program, including the 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 issue. Work independently to prepare and disseminate District's public information through internal and external publications, social media accounts, and news media.

Essential Duties and Responsibilities

- 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 community program;
- Writes copy, edits materials, designs layout and arranges for printing, and distribution of materials for District newsletters, publications, and brochures;
- Prepare and issues 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(e.g., Twitter, Facebook, Instagram, Parentsquare), posting new content, maintaining current content, and removing outdated or unrelated posts;
- Updates and maintains links and posts new content information on the District's and school sites website 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;
- Collaborates with District departments to inform the public of student and District progress in meeting organizational goals and improvement goals;
- Maintains communication and positive relations with all 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 patterns;
- Schedules and attends a variety of meetings, events, and activities;
- Takes photographs and provides photographic layouts and video/film presentations of appropriate school activities and District programs for the use of 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;
- Develops and maintains alumni relationships and systems of communication including, but not limited to, foundation development and fundraising;
- Maintains necessary files, records, and mailing lists;
- Serves as the District's primary contact person for the media;
- Performs related duties as assigned.

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 for mass-media communications;
- Fundamentals of software, website and webpages, social media, news releases;
- 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 materials;
- 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 organizations of public schools in California;
- Modern office practices, procedures, and equipment;
- Telephone techniques and etiquette.

Ability to:

- Learn and understand District policies and procedures and applicable sections of public law, including Government and Education Codes of the State of California;
- Understand national, state, and local issues and directions in education;
- Meet deadlines and work under pressure and time constraints;
- Maintain sensitivity to ethnic, religious, cultural, economic, and sexual differences;

- Communicate effectively in oral written and visual formats utilizing a journalistic and technical writing style;
- Maintain reports, prepare reports, and monitor budgets;
- Deal tactfully and effectively with employees, media representatives, elected public officials, District staff, parents, and a variety of community stakeholders, maintaining positive working relationships;
- Work confidentially with discretion, exercising professional judgment in the release of information and materials to the public and communications media;
- Present media simply, graphically, and pictorially;
- Work independently with little direction;
- Understand and carry out oral and written directions with minimal supervision;
- Establish and maintain positive and effective working relationships;
- Prioritize and identify needs and solve problems independently as appropriate;
- Skillfully handle difficult situations using good judgment;
- Maintain a high level of professionalism at all times.

Experience:

- 2 years' experience in journalism, public relations, media writing, communications, or other similar employment, preferably experience within the K-12 public school organizations.

Education:

- A bachelor's degree from an accredited four-year college with a major in communications, public relations, journalism, English, media arts, marketing, or related field is required;
- A master's degree from an accredited institution of higher learning, preferably in communications, journalism, English, or media arts, is desirable.

Other Preferred Qualifications:

- Spanish fluency highly desirable;
- Experience in social media relations;
- Training in graphic arts;
- Valid California Driver's License;
- Experience in video production.

This position will be paid on the appropriate step of the Classified Management salary schedule:

- Range 198X
- 12 months