CHICO UNIFIED SCHOOL DISTRICT

PUBLIC INFORMATION OFFICER

DEFINITION
Under general direction, to plan, organize, develop, and disseminate information and publicity pertaining to the various District events, functions and activities; to establish and maintain cooperative relationships with news media groups; to assist in the design, layout, and editing of news releases, publications, and promotional materials; to assist in the classified personnel management processes; and to do other related work as directed.

ESSENTIAL DUTIES
• Plans, organizes, and coordinates the flow of public information to the community pertaining to the District events and activities.
• Prepares and edits news releases, publications, and promotional materials in compliance with policies, regulations and guidelines concerning public information.
• Confers with District and site personnel regarding newsworthy items and other matters related to the publicizing of service events, student activities, recreation activities, and shows and exhibits.
• Establishes and maintains a close working relationship with newspaper, radio, and television news media groups.
• Performs a variety of photographic functions at Board meetings, student activities and events, and special functions.
• Provides the news media groups with photographs and films.
• Prepares copy and places advertising with the local news media, including personnel recruitment notices, bid solicitation, and other public notices.
• Establishes and maintains public information and advance news data files and records for use in the development of news releases and feature stories.
• Participates in a variety of special projects concerning community relations and communications.
• Reviews, analyzes, and evaluates the District's public information program and prepares recommendations pertaining to program enhancement and improvement.
• Works closely with the Superintendent in solving public relations problems, issues and concerns.
• Performs a variety of staff development and in-service training programs, including such matters as communication styles, writing techniques, written documentation in resolving conflict situations or adverse action matters, and personnel related issues.

QUALIFICATIONS
Knowledge of:
• Principles, methods, procedures and strategies concerning public information, classified personnel management matters, and community relations program;
• Legal mandates, policies, regulations, and guidelines pertaining to the distribution of news and public information;
Methods, techniques and procedures pertaining to the preparation of news releases, news copy, promotional and recruitment brochures and other informational materials;

News media and other informational distribution resources;

Appropriate English usage, grammar, punctuation, spelling and editing and proofreading techniques.

Ability to:

- Effectively and efficiently plan, organize and coordinate a public information and community relations program;
- Skillfully organize, design, lay out, and edit public information and promotional materials;
- Seek out and cultivate news and information resources, and personnel applicant pools;
- Communicate effectively in oral and written form utilizing a journalistic and technical writing style;
- Understand and carry out oral and written directions with minimal accountability controls;
- Establish and maintain cooperative working relationships.

PHYSICAL DEMANDS

The physical requirements indicated below are examples of the physical aspects that this position classification must perform in carrying out essential job functions.

- Persons performing service in this position classification will exert 10 to 20 pounds of force frequently to lift, carry, push, pull, or otherwise move objects. This type of work involves sitting most of the time, but will involve walking or standing for extended periods.
- Perceiving the nature of sound, near and far vision, depth perception, providing oral information, the manual dexterity to operate business related equipment, and handling and working with various materials and objects are important aspects of this job.

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

EXPERIENCE AND EDUCATION

Any combination of experience and training that would likely provide the required knowledge and skill is qualifying. A typical way to obtain the required knowledge and skill would be:

Experience:

Three years of experience writing and reporting for newspapers, magazines, radio, television or related public information organizations, and some experience performing personnel management functions.
Education:
Equivalent to the completion of a Baccalaureate degree with a major in English, journalism or a closely related field.

License Requirement:
Possession of a valid California Motor Vehicle Operator's License.

Condition of Employment
Insurability by the District's liability insurance carrier.