



BERKELEY UNIFIED SCHOOL DISTRICT
Human Resources Department

**CLASSIFICATION AND
 POSITION DESCRIPTION**

TITLE:	Public Information Officer	REPORTS TO:	Assigned Supervisor
DEPARTMENT/SCHOOL:	As Assigned	CLASSIFICATION:	Classified Management
FAIR LABOR STANDARDS ACT CLASSIFICATION:	Exempt	WORK YEAR: HOURS:	12 months/Calendar 2000 8 hours per day or duty days/hours as assigned
APPROVED: Commission Board	11/17/14 and 11/18/14 01/28/15	SALARY GRADE:	Schedule: 52 Range: 69

BASIC FUNCTION:

Plan, organize and direct public relations activities to enhance community understanding of District objectives, services and activities; perform a variety of specialized duties in the research, organization, composition and design of press releases and various public information and education materials.

REPRESENTATIVE DUTIES:

ESSENTIAL DUTIES:

- Plan, organize and direct public relations activities to enhance community understanding of District objectives, services and activities; establish and maintain contact with the local news media to assure publication of press releases; establish time lines for public relations projects; develop and implement District-wide public information plans/strategies to meet District goals, objectives, mission and strategic initiatives
- Perform a variety of specialized duties in the research, organization and design of press releases for distribution to the local news media and publications; oversee, edit and participate in the composition of press releases related to organizational services, projects, accomplishments, awards, announcements and related activities; compile and assemble press release materials including photographs, interviews, captions and compositions; format materials for release to the press; assist with graphic design; verify information; confer with managers and interview participants concerning article contents to assure accuracy and obtain approval
- Communicate information and messages to the public, key stakeholders, governmental agencies, community groups and organizations, and internal customers to promote the District and to educate targeted audiences regarding District programs, activities and initiatives; respond to a variety of internal and external inquiries, requests and concerns; receive and respond to telephone and e-mail requests
- Design, develop and create public information and education materials and collaterals including promotional pieces, handbooks, guides, brochures, newsletters, booklets, pamphlets, flyers, signs, banners, presentations, FAQs, surveys, menus and other print/graphic materials; assist schools in standardizing informational materials; develop and maintain a news and notification service, and review and disseminate District news and information to management, staff and the community; arrange for translation of informational materials

- Serve as District spokesperson and liaison to the media; respond to routine and sensitive media inquiries; conduct interviews with the media; establish and maintain effective media relations; coordinate media activities and events
- Develop, update and maintain e-trees, list serves and other e-mail distribution services; review and update District web site information related to news and information items
- Work with Berkeley Community Media to produce and broadcast District events, productions, and activities; coordinate wiring of District facilities for live broadcasts; initiate broadcast interviews, coordinate and facilitate broadcast of pre-recorded high school sporting events on local radio networks; initiate and coordinate video streaming of Board meetings
- Attend, photograph, produce broadcast videos and report on District-related events and activities; photograph interview participants; create photographic/video history of events, meetings and activities for the District; provide photographs for the media
- Operate photographic, audio-visual, and standard office equipment including a computer and assigned software; drive a vehicle to conduct work
- Monitor inventory levels of office and public relations supplies and equipment; order, receive and maintain inventory of supplies and equipment; prepare and process purchase requisitions
- Assist the Superintendent with inquiries, problems or ideas from parents, community members or others; refer people to the appropriate department or personnel; facilitate and troubleshoot solutions
- Prepare and maintain a variety of records and reports related to projects, financial activity and assigned duties; produce reports on actions taken at Board meetings; create video links
- Collaborate with personnel and administrators in the development and implementation of public relations strategies and advertising techniques
- Attend and participate in variety of assigned meetings and workshops; represent the District on various committees and taskforces as needed

OTHER DUTIES:

Perform related duties as assigned

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Management of public relations activities involved in enhancing community understanding of organizational objectives, services and activities

Principles and techniques of public relations

Policies, goals and objectives of organizational programs and activities

Principles, practices and techniques involved in the composition, editing, layout and design of internal and external publications

Methods of collecting and organizing data and information

Oral and written communication skills

Interpersonal skills using tact, patience and courtesy

Correct English usage, grammar, spelling, punctuation and vocabulary

Operation of a computer, desktop publishing equipment and assigned software

Record-keeping and report preparation techniques

Research methods

ABILITY TO:

Plan, organize and direct public relations activities to enhance community understanding of District objectives, services and activities

Perform a variety of specialized duties in the research, organization, composition and design of press releases for distribution to the local news media and publications

Interpret, apply and explain laws, codes, rules, regulations, policies and procedures

Compose, design and edit internal and external publications and informational materials

Arrange and conduct interviews and take photographs

Operate a computer, desktop publishing equipment and assigned software

Compile, assemble and format press release materials for publication

Communicate effectively both orally and in writing

Establish and maintain cooperative and effective working relationships with others

Determine appropriate action within clearly defined guidelines

Work independently with little direction

Maintain records and prepare reports

Plan and organize work

Meet schedules and time lines

EDUCATION AND EXPERIENCE:

Any combination equivalent to: bachelor's degree in communications, journalism, public relations or related field and three years experience in writing, editing, design and layout of publications and public relations

LICENSES AND OTHER REQUIREMENTS:

Valid California driver's license, use of personal vehicle, and proof of insurance

WORKING CONDITIONS:

ENVIRONMENT:

Office environment

Driving a vehicle to conduct work

Work evening or variable hours

PHYSICAL DEMANDS:

Dexterity of hands and fingers to operate a computer keyboard

Hearing and speaking to exchange information

Sitting for extended periods of time

Seeing to read a variety of materials

Bending at the waist, kneeling or crouching

Lifting and carrying light objects