

**Central Valley School District  
Job Description #712**

**TITLE           Public Information Specialist**

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**GENERAL SUMMARY**

The Public Information Specialist performs a wide variety of tasks using strong technical skills to support effective communication of the district's information with key stakeholders. S/he works closely with the Director of Communications to best meet the public information needs of Central Valley School District employees, parents and community.

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**ESSENTIAL JOB FUNCTIONS**

1. Serves as coordinator of Partners Advancing Character Education (PACE) initiative. Develops and maintains database of partners and sponsors, writes and issues ongoing communication including monthly e-newsletter; serves on PACE Leadership Team and various committees.
2. Markets the PACE initiative to potential partners and sponsors. Develops marketing strategies and promotional materials, performs targeted outreach to recruit new partners and works with sponsors on special incentives and PACE events.
3. Serves as webmaster of the PACE website, creating and posting content for use by partners, sponsors, schools and media.
4. Maintains portions of the Central Valley School District website system as a member of the Web Team, updating information and posting new information on a regular basis; assists in monitoring school websites to ensure current information is posted; updates online staff directory (Intranet).
5. Writes articles for newsletters, district publications and websites
6. Researches, writes and distributes special publications to address district issues, targeting key stakeholders
7. Writes news releases and news updates for use by local media
8. Interviews employees, students, parents and other community members; photographs and/or videos individuals and events
9. Assists Director of Communications with social media posts, strategy, monitoring and measurement
10. Plans, organizes and coordinates special events and activities such as Meritorious Service Awards, Valleyfest and PACE Awards, working closely with Director of Communications
11. Serves as backup media contact to Director of Communications
12. Assists Director of Communications with crisis planning, strategy and response
13. Establishes and maintains positive professional working relationships with Learning and Teaching Center employees, PACE partners, schools and others
14. Performs other related duties as assigned by Director of Communications

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**REPORTING RELATIONSHIPS**

This position reports to the Director of Communications

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**MENTAL DEMANDS**

Experiences frequent interruptions; required to adapt quickly to shifting priorities and to redirect work efforts; works on multiple projects simultaneously under deadline pressure; requires concentration and attention to detail; may occasionally speak with difficult individuals.

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**PHYSICAL DEMANDS**

Requires some “field work” traveling to and working in school buildings and PACE partner locations; occasional lifting of boxes and supplies; requires “desk work” at the computer, writing and editing, working with photos and updating websites; exposed to visual display terminal (VDT) for prolonged periods; dexterity and precision required in the operation of a computer and other equipment (e.g. digital camera, video camera, printer, scanner, etc.)

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**QUALIFICATIONS:****Required:**

- AA/S degree in communications, journalism, public relations, or related field OR qualifying work experience which may substitute on a year-for-year basis as educational requirement
- Demonstrated ability to develop and write news stories; interview, photograph and publish for various publications under deadline pressure
- Excellent oral, written and interpersonal communication skills
- Experience maintaining websites including managing content, posting photos and videos using CMS (content management systems) and WordPress
- Experience in social media posting, strategy, monitoring and measurement
- Demonstrated proficiency in use of Microsoft Office, Adobe products and GoogleDocs
- Ability to plan, organize and prioritize tasks and projects
- Ability to work independently and use professional judgment
- Valid driver’s license with access to personal transportation

**Preferred:**

- Bachelor’s degree in communications, journalism, public relations or related field
  - Twenty-four months’ work experience with increasing responsibility in applicable areas of communications, marketing and/or public relations
  - Knowledge of web analytics, HTML and email marketing tools (e.g. Constant Contact)
  - Experience in media relations and crisis planning and response
  - Demonstrated experience in public speaking
  - Experience in community outreach, collaboration and involvement
  - Knowledge of video development and production
  - Ability to proofread and edit a wide variety of publications
  - Ability to secure and coordinate with PACE Awards sponsors
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**UNIT AFFILIATION**

PSE - Technical

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**CONDITIONS**

The preceding list of essential functions is not exhaustive and may be supplemented as necessary.

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**CLASSIFICATION HISTORY**

Created January 2007  
Revised 01/09  
Revised 10/10  
Revised 9/13  
Revised 9/14