



PERSONNEL COMMISSION

Class Code: 0607
Salary Range: 20 (C1)

PUBLIC AND EMPLOYEE INFORMATION ASSISTANT

JOB SUMMARY

Under general supervision, to perform technical and clerical tasks in support of the district's external public and internal employee information programs; and to perform related work as required.

EXAMPLES OF DUTIES

The classification specification does not describe all duties performed by all incumbents within the class. This summary provides examples of typical tasks performed in this classification.

- Research information, write, edit, and proofread copy for release to print, audio, or visual news media, or for use in such print media as newsletters, brochures, pamphlets, or reports. *E*
- Design, edit, paste up, set copy for, and proofread various print media. *E*
- Compose and type correspondence from general instructions and/or guidelines. *E*
- Explain and/or interpret district policies, regulations, procedures, or practices to individuals or groups. *E*
- Prepare reports, speeches, and audiovisual presentations for use by staff or Board members. *E*
- Conduct training programs, workshops, or seminars for employees in effective school related public relations, methods, techniques, or programs. *E*
- Serve as a member of the Speakers' Bureau. *E*
- Act as a resource to and work with journalism teachers on improving the quality of school publications. *E*
- Operate a variety of office machines including such equipment as electronic typewriters, word processors, and microcomputers. *E*
- May assist in routine or special administrative functions of the Public and Employee Information Office.
- May serve as a representative of the district when assigned.

*Note: At the end of some of the duty statements there is an italicized **E** which identifies essential duties required of the classification. This is strictly for use in compliance with the Americans with Disabilities Act.*

DISTINGUISHING CHARACTERISTICS

An incumbent in this class has the responsibility for performing technical and clerical

work which assists in interpreting the educational programs and services of the district. The Public and Employee Information Assistant is expected to be knowledgeable about the district and its programs and to be able to convey that information in a positive manner that gains understanding and support.

EMPLOYMENT STANDARDS

Knowledge of:

Newspaper, radio, television, and other news media sources and facilities.
Effective uses of graphics and photography.
Principles of design and layout of publications.
Techniques of preparing and disseminating information for a variety of publics.
Media relations and journalistic ethics and practices.
Modern office equipment and procedures.
General principles of training and supervision.

Ability to:

Write clearly about a wide range of topics for a specific public.
Gather information and research independently.
Speak effectively to individuals or groups.
Work cooperatively with those contacted in the course of work.
Establish and maintain effective relationships with those contacted in the course of work.
Meet deadlines.
Use sound judgment in order to plan and carry out effective courses of actions under stress or in emergency situations.
Interpret district policies, regulations, and procedures.

Education and Training:

Possession of at least an A.A. degree with communications related course work such as journalism, English, photography, or graphic design is desired.

Experience:

At least one year of work that included regular reporting or writing material for some form of media or publication is required. Experience working for a school district or a similar nonprofit organization, and work in a public information office are desirable.

Any other combination of training and/or experience which demonstrates the applicant is likely to possess the required skills, knowledge, and abilities may be considered.

WORKING ENVIRONMENT

Office environment.

PHYSICAL DEMANDS

Hearing and speaking to exchange information and make presentations.

Dexterity of hands and fingers to operate a computer keyboard.

Seeing to read a variety of materials.

Sitting for extended periods of time.

AMERICANS WITH DISABILITIES ACT

Persons with certain disabilities may be capable of performing the essential duties of this class with or without reasonable accommodation, depending on the nature of the disability.

APPOINTMENT

In accordance with Education Code Section 45301, an employee appointed to this class must serve a probationary period of six (6) months during which time an employee must demonstrate at least an overall satisfactory performance. Failure to do so shall result in the employee's termination.

2/26/87

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