



PERSONNEL COMMISSION

Class Code: 5094
Salary Range: 55 (M2)

PUBLIC INFORMATION DIRECTOR

JOB SUMMARY

Under the direction of the Superintendent of Schools, plan, organize, control and direct the internal and external communications of the District; promote understanding, satisfaction and support for the Long Beach Unified School District through public awareness; develop and strengthen community partnerships and commitment to public education; perform related duties as assigned.

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.

- Plan, organize, control and direct the internal and external communications of the District; coordinate and implement effective methods for communicating District policies, programs, achievements, philosophies and events to the media, employees and the community. **E**
- Serve as spokesperson for the District and liaison with the media; attend and represent the District at a variety of meetings and conferences; establish and maintain positive working relationships with members of print, radio and television media; organize media site visits for major District events. **E**
- Respond to news stories regarding the District by providing timely, accurate information without disruption of the school or District site operations; anticipate issues of potential volatility or debate and prepare responses to diffuse controversy. **E**
- Encourage media stories and provide responses to requests for information that provide effective public understanding of District issues, objectives and accomplishments. **E**
- Compose written and oral communications such as speeches, press releases, news conference materials and website content to convey information in accordance with District policies and procedures; maintain confidentiality of sensitive and privileged information. **E**
- Develop a variety of proactive approaches and programs to enlist community interest and support for endorsement of bond issues, ballot measures and other District-supported school related legislation. **E**
- Support individual schools, the Board of Education and the Superintendent of Schools in actively communicating Board actions, education policies and procedures, District programs and information campaigns. **E**

- Assure internal and external multimedia outlets and publications meet District objectives of communicating accurate, substantive and timely information. ***E***
- Increase community and parental involvement to support student achievement through communications strategies such as Partners-in-Education, community forums, special events and District publications. ***E***
- Supervise and evaluate the performance of assigned personnel; interview and select employees and recommend transfers, reassignment, termination and disciplinary actions. ***E***
- Develop and prepare the annual preliminary budget for the Office of Public Information; analyze and review budgetary and financial data; control and authorize expenditures in accordance with established limitations. ***E***
- Provide technical expertise and information to the Superintendent regarding assigned functions and participate in the formulation of policies, procedures and programs; advise the Superintendent of unusual trends or problems and recommend appropriate corrective action. ***E***
- Prepare and direct the preparation and maintenance of a variety of reports, records and files related to assigned activities. ***E***
- Operate a computer and assigned software; drive a vehicle to conduct work. ***E***

*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

The Public Information Director reports to the Superintendent of Schools and provides leadership to the various branches and departments involved in internal and external District communications. This position oversees the Office of Public Information, which is designated to provide public information relative to District programs and to effect and maintain positive community relations. The incumbent maintains overall responsibility and accountability for information disseminated within the District, as well as to the public at large. This position oversees the work of the District's Webmaster and works closely with the Office of Multimedia Services, which includes television media, graphic arts and multimedia special projects.

EMPLOYMENT STANDARDS

Knowledge of:

Principles, methods and theories of communication, public relations and marketing.
Major contemporary education issues.
Newspaper, radio, television and other communications media sources and resources.
School district structure and operations.
Legislation related to freedom of press and free access to public information.
Evaluation, survey research and planning methodologies.

Principles and practices of administration, supervision and training.
Budget preparation and control.
Operation of a computer and assigned software.
Interpersonal skills using tact, patience and courtesy.
Public speaking techniques.

Ability to:

Plan, organize, control and direct the internal and external communications of the District.
Prepare communication materials for District employees, students, parents, Superintendent of Schools, Board of Education members, State and federal agencies, news media, community organizations and others.
Interpret, apply and explain laws, regulations, policies and procedures.
Maintain confidentiality of sensitive and privileged information.
Analyze situations accurately and adopt an effective course of action.
Supervise and evaluate the performance of assigned personnel.
Serve as spokesperson for the District.
Prepare and deliver oral presentations.
Communicate effectively both orally and in writing.
Speak extemporaneously to answer questions related to District issues.
Assure communications meet District quality standards.
Prepare a variety of reports, records and files.
Plan and organize work.
Work independently with little direction.
Establish and maintain cooperative and effective working relationships with others.
Operate a computer and assigned software.

Education and Training

Bachelor's degree in public relations, journalism, communications or a related field. A Master's degree in one of these disciplines is highly desirable.

Experience

Five years of experience in the administration of a comprehensive communications program including print, television and public relations media and direct supervision of staff supporting these operations.

Public information and communications experience in a school district, municipality or other public agency is highly desirable.

Any other combination of training and experience, which likely provides the required knowledge and abilities, may be considered.

SPECIAL REQUIREMENTS

Positions in this classification require the use of a personal automobile and possession of a valid California Class C driver's license at the time of appointment.

WORKING CONDITIONS

Office environment.
Driving a vehicle to conduct work.
Occasional evening and variable hours.

PHYSICAL DEMANDS

Dexterity of hands and fingers to operate office equipment.
Sitting for extended periods of time.
Seeing to read a variety of materials.
Hearing and speaking to exchange information and make oral presentations.

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 one year during which time an employee must demonstrate at least an overall satisfactory performance. Failure to do so shall result in the employee's termination.

PCA: 12/16/99

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