

**CAJON VALLEY UNION SCHOOL DISTRICT**  
**Personnel Commission**

**CLASS TITLE: COORINDATOR-PUBLIC INFORMATION**

**JOB SUMMARY:**

Under the direction of the Assistant Superintendent-Educational Services, plan, coordinate and implement the District's public information program; prepare and disseminate information pertaining to District programs, initiatives, and general school events and activities; serve as District's spokesperson and act as primary contact for all media requests and inquiries; provide immediate response to emergency and crisis situations in consultation with the Superintendent or designee; receive, coordinate, prepare and respond to a variety of requests for public records.

**ESSENTIAL FUNCTIONS:**

Plan, organize, coordinate and implement the District's public information program; prepare and disseminate information pertaining to District programs, initiatives, events and activities; serve as District's spokesperson and act as primary contact for all media requests and inquiries; provide immediate response to emergency and crisis situations in consultation with the Superintendent or designee.

Consult with and advise the Superintendent and/or designee on effective approaches to informing the public and staff on matters of particular interest and sensitivity; assure all internal and external communications reflect policies and positions supported by the District.

Prepare, coordinate and/or deliver media and editorial Board briefings and press conferences; write, review and edit articles, press releases, reports, scripts, and statements in compliance with the District's mission, vision, strategies, policies, regulations and guidelines; advise and assist District administrators in developing and releasing emergency or urgent communications.

Maintain a close working relationship with media representatives; encourage media stories and respond to requests for information to provide for effective public understanding of District issues, objectives, programs and accomplishments;

Coordinate with staff to develop and maintain a social media presence to enhance the District's messaging using a wide-range of media platforms to promote District programs and activities; work with staff to create content for a variety of internal and public communications to provide accurate, assessable and timely information.

Develop a variety of proactive approaches and programs to enlist community interest and support for endorsement of bond initiatives, ballot measures and other District-supported school legislation.

Provide support to Governing Board, administration and staff members regarding relations with the media; develop and promote strategies for school, division and District-level communications programs for parents, public and staff.

Serve as District liaison in receiving requests for public records, including Public Records Act (CPRA), Office of Civil Rights (OCR) and/or other similar requests; coordinate, prepare and

respond to records requests; work with legal counsel to assure responses are legally compliant; ensure responses are submitted within mandated timelines.

Prepare written reports, including Governing Board agenda items and updates, as assigned; research and respond to inquiries from a broad audience; maintain records related to assigned functions.

Attend Governing Board meetings and Cabinet to gather information and identify publicity goals; make presentations to Governing Board, management, staff, and various committees and community associations, as required.

Represent the District or Superintendent at meetings, including community and school events and activities, as assigned; coordinate and host visitors and dignitaries, and consult with and assist media personnel regarding special projects or programs.

Participate in on-going professional learning to stay current with emerging social media platforms, marketing trends and strategies.

Train and provide work direction to staff in areas of responsibility, as assigned.

Operate a variety of office equipment, including computer and assigned software; drive a vehicle to various sites to conduct work.

**OTHER DUTIES:**

Performs related duties as assigned.

**KNOWLEDGE AND ABILITIES:****KNOWLEDGE OF:**

Principles and practices of public information programs and the operations of public media.

Legal mandates, policies, regulations and guidelines related to the distribution of news and public information.

Methods, techniques and procedures pertaining to the preparation of news releases, news copy, promotional brochures, human-interest stories, electronic medium and other informational materials.

Press and free access to public information.

Public speaking techniques, research methods, fact sources and statistical presentations.

Strong human relations skills to network, enhance community partnerships and collaborate with diverse individuals and groups.

Effective oral communication to speak in public, conduct meetings and make presentations.

Correct English usage, grammar, spelling, punctuation, vocabulary and composition for a broad public readership.

Interpersonal skills and public relations, using tact, patience and courtesy.

Principles and practices of training and providing work direction to others.

Oral and written communication skills.

Technical aspects of field of specialty.

Standard office equipment, including a variety of technology devices, computer and assigned software.

**ABILITY TO:**

Coordinate and provide information to the public and media regarding a variety of District programs, events, efforts, policies and other District-related information.  
Read, interpret, apply and explain rules, regulations, policies and procedures.  
Remain informed of social media platforms, marketing trends and strategies.  
Assume responsibility and accept personal accountability for assigned functions.  
Demonstrate leadership and composure in emergencies.  
Effectively cope with stress and emergency situations.  
Communicate effectively in oral, written and electronic forms utilizing an effective journalistic and technical writing style.  
Speak effectively before group of people and in front of a camera.  
Maintain confidentiality of District information.  
Exercise professional judgement in the release of information and materials.  
Analyze situations accurately and adopt an effective course of action  
Maintain work effectiveness with frequent changes in workload and prioritizing of assignments.  
Work independently while establishing and maintaining appropriate project deadlines.  
Establish and maintain cooperative working relationships with those contacted in the course of work, including media representatives, staff, students, parents and community members.  
Prepare clear, concise oral and written reports and deliver presentations.  
Work a flexible schedule, including nights, weekends, and holidays, as necessary.  
Operate office equipment, including a variety of technology devices, computer and assigned software.

**EDUCATION AND EXPERIENCE:**

Any combination equivalent to: graduation from an accredited college or university with a bachelor's degree in communications, journalism, public relations, business or public administration or other related field and five years' professional-level public relations experience on behalf of a complex organization. Experience in a public education or similar public sector environment is preferable.

**LICENSES AND OTHER REQUIREMENTS:**

Valid California driver's license and the ability to maintain qualification for district vehicle insurance coverage.  
Availability of a personal vehicle.

**WORKING CONDITIONS:**

**ENVIRONMENT:**

Office environment with routine travel to meetings, district sites, and community events with other public officials, private citizens and/or members of the media.  
Driving a vehicle to conduct work.  
Subject to attending meetings and conducting work during day, evening, weekend and holidays, and being on-call during off-duty hours.

**PHYSICAL DEMANDS:**

Hearing and speaking to exchange information in person and by telephone.  
Speaking before groups of people and in front of a camera.  
Dexterity of hands and fingers to operate a computer keyboard and other assigned equipment.  
Seeing to monitor work environment, read a variety of materials and computer screen.

Sitting, standing or walking for extended periods of time.

Bending at the waist, kneeling, stooping or crouching to file and retrieve materials.

Reaching overhead, above the shoulders and horizontally.

Regularly lifting, carrying and/or moving objects weighing up to 10 pounds and occasionally lifting, carrying and/or moving up to 25 pounds.

**HAZARDS:**

Potential contact with dissatisfied or verbally abusive individuals.

Exposure to hazards during emergency situations.

**CLEARANCES:**

Criminal Justice Fingerprint/Background

Tuberculosis

Pre-placement Physical and Drug/Alcohol Screen