

Alameda County Office of Education

JOB TITLE: Public Information Officer (Range 19 CSEA)

JOB SUMMARY :

Researches, writes, and disseminates information about the programs, activities, objectives, board, and staff; produces a variety of materials for use by the media; assists the Director of Communications with a wide variety of administrative and production functions.

ESSENTIAL GENERAL DUTIES AND RESPONSIBILITIES

Assists in the planning, implementation, and maintenance of a comprehensive communications program, using a variety of media and techniques, including public information, media relations, publications, video, marketing, and web site content.

Independently composes and disseminates news releases, opinion pieces, informational materials, brochures, and pamphlets concerning Board and ACOE policies and actions, educational programs and activities, speeches, and general information about ACOE.

Assists the Director with news media relations by logging and responding to media inquiries, maintaining updated media databases, maintaining strong working relationships with reporters and editors, writing and disseminating news releases, seeking story opportunities, and proactively contacting press.

Identifies potential news and feature stories, and assists in the planning of production and dissemination of program and department brochures to ensure effective marketing of ACOE services and programs.

Responds to inquiries from the general public, legislators, educators, and the media, regarding county office issues and operations, general educational issues, statistical data, policies and procedures.

Locates, interprets, and maintains statistical data as needed.

Maintains liaison with community agencies, organizations, and community representatives; coordinates various partnership programs involving students or staff and community organizations.

Analyzes internal communications needs and makes recommendations for methods to meet the information needs of internal audiences.

Assists in the planning, organization, and execution of special events.

Performs related duties as required.

QUALIFICATIONS To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

ABILITY TO

Write clearly and persuasively for a wide variety of readers
Write in different styles, depending on the material, including op/eds, speeches, press releases, PSA's, power point presentations, marketing brochures, annual reports, event flyers, etc.
Independently compose correspondence, reports, news releases, and articles describing complex issues or programs.
Speak effectively before large and small groups
Plan and execute special events
Plan, edit, and produce publications and electron/visual presentations
Listen, cooperate, and collaborate in working with others, internally and externally..
Conduct research, utilize statistics effectively.
Discover story opportunities for media use.
Identify, develop, and successfully present news and feature story opportunities to television, radio, newspaper, and magazine editors and reporters.
Take photographs with film and digital cameras.
Plan, coordinate, and document projects.
Prioritize and schedule work.
Meet schedules and timelines.
Prepare and deliver oral presentations to internal and external groups.
Establish and maintain effective relationships.
Operate a computer and related software at a production level (40 wpm).

KNOWLEDGE OF

Public Relations, marketing, and media principles, practices, and policies..
Elements of writing news releases and other material for news media and general publications.
Education-related information through educational research sites on the Internet, publications, agency staff.
Goals and objectives of specifically assigned projects.
Operation of computers and software.
Interpersonal skills.
Effective oral and written communications.
Correct use of English, spelling, grammar, punctuation and composition.
Modern office organization, procedures and practices.
Advanced software applications including word processing, spreadsheets, desktop publishing techniques and software applications.
Special event planning and project management.
Principles and terms associated with printing of publications and Web site production.

EDUCATION and/or EXPERIENCE

Bachelor's degree in Public Relations, Communication, or a related field; at least three years of professional or technical experience specializing in writing, editing, and proofing articles, pamphlets, news releases, opinion pieces, and materials for use by the press, radio and television; or equivalent training, education, and experience. Previous experience working in a K-12 public education communications function is highly desirable.

CERTIFICATES, LICENSES, REGISTRATIONS

Valid California drivers license.

PHYSICAL DEMANDS The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand; walk; and use hands to finger, handle, or feel. The employee must be able to move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, color vision, and ability to adjust focus.

WORK ENVIRONMENT The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee regularly works in inside environmental conditions. The employee is occasionally exposed to outside weather conditions, may be required to use an automobile in the course of employment, may be required to attend evening meetings and travel, may be required to work evenings or weekends, and may work with a video display terminal for prolonged periods. The noise level in the work environment is usually moderate.

Approved by Personnel Commission
Approved Date: February 19, 2009