

REDLANDS UNIFIED SCHOOL DISTRICT

JOB DESCRIPTION

TITLE

Communications Manager/Public Information Officer (PIO)

QUALIFICATIONS

EDUCATION:

Bachelor's Degree in public relations, journalism, graphic art and design, communications, marketing, or closely related field.

EXPERIENCE:

Four years of related experience in public relations and/or media work is preferred. Previous experience working with the public school system is preferable. Excellent verbal, written and interpersonal communication skills. Proficiency with current technology for performance of duties. Excellent analytical, critical thinking, and judgment skills.

ABILITY TO:

Effectively communicate and interact with supervisors, members of the general public and all other groups involved in the activities of the District; keep abreast of any changes in policy, methods, digital and social media technologies, computer equipment needs, etc. as they pertain to department operation and activities; perform complex and specialized technical work utilizing independent judgment with speed and accuracy; comprehend, interpret, and apply regulations, procedures, and related information; prepare clear, concise, and comprehensive reports; accurately interpret legal mandates, District policies, rules, and regulations, and apply them to a variety of operational procedures; understand and carry out oral and written directions; collaboratively develop, implement, and sustain an effective social media presence for the District; establish and maintain cooperative working relationships with the public and District personnel.

PERSONAL

QUALIFICATIONS:

Character, personality, and proper social capability to relate and communicate effectively with racially and ethnically diverse staff, students, and community. Demonstrated ability to work with a wide variety of community groups and organizations.

BRIEF DESCRIPTION OF POSITION

Under general supervision, the Communications Manager/Public Information Officer (PIO) provides support to the District's brand, programs, and services by generating and managing content for the District's communication outlets; promotes District's brand identity by communicating and building relationships with families, community members, sites, and the District in general; facilitate the design, production, and distribution of printed and digital communication to community members; performs routine administrative tasks for Cabinet; performs other related duties as assigned.

DUTIES AND RESPONSIBILITIES

As assessed by the supervisor, successful fulfillment of job performance will include completion of the following duties and responsibilities:

1. Oversees the design, production, and distribution of printed and digital communication to families, community members, schools sites, and the District.
2. Develops and manages the implementation of the District's communication plan.
3. Develops and manages the implementation of the District's branding guidelines and templates.
4. Develops and maintains a comprehensive editorial calendar and monitors content production and deadlines utilizing a project management system.
5. Compiles, creates, and keeps current the monthly District activity calendar and collaborates with district and site personnel for the purpose of developing public communication, e-mail items, video clips, and web content.
6. Writes a variety of communications (e.g., personal interest stories, newsletters, etc.) for the purpose of keeping the media and public informed of district activities.
7. Oversees the production of writing, editing, and disseminating print and multimedia stories for the purpose of keeping the public and staff informed.
8. Monitors and provides regular updates to the District website for the purpose of keeping community members informed of district events and activities.
9. Tracks and monitors engagement and analyzing metrics of content through various communication outlets and provides reports to Cabinet as needed.
10. Manages the layout, design, and production of the website and maintains content of the website, electronic newsletters, various social media outlets, and other publications.
11. Photographs and/or video records district and school site programs and events for the purposes of positive promotion.
12. Operates a variety of video, audio, and computer equipment for the purpose of producing programs for broadcast, website, various social media outlets, and email distribution.
13. Attends district hosted meetings with community member groups (DLAC, LCAP, COC, etc.) for the purpose of maintaining positive communication.
14. Maintains collegial relationships with district office and site staff, administrators, teachers, coaches, students, parents, and community members for the purpose of serving as a communications liaison for the District and schools.
15. Attends community meetings as assigned to represent the District and respond to a variety of internal and external parties (e.g., staff, parents, public agencies, etc.) for the purpose of providing information and facilitating communication among parties.

16. Monitors and releases official notifications or emergency notifications on appropriate district media and applications which may require working evenings, weekends, and schools breaks to cover a multitude of district events.
17. Assists with negotiations strategy and provides effective, timely, and clear communication to stakeholders and community members related to the District's bargaining process.
18. Serves as the Public Information Officer (PIO) and primary contact for media inquiries.
19. Supervises, trains, and evaluates staff.
20. Effectively accomplishes other duties as assigned by supervisor.