



CAJON VALLEY UNION SCHOOL DISTRICT PERSONNEL COMMISSION

Job Class Description

<u>COORDINATOR - PUBLIC INFORMATION</u>			
DEPARTMENT/SITE:	District Department	SALARY SCHEDULE:	Classified Administrators'
		SALARY RANGE:	05
		WORK YEAR:	12 Months (260 Days)
REPORTS TO:	Assistant Superintendent of Educational Services or assigned designee	FLSA:	Exempt

BASIC FUNCTION:

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 the 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. The incumbents in this classification contribute to creating a well-informed, supportive, and engaged school community, which directly benefits students.

ESSENTIAL FUNCTIONS, DUTIES, AND TASKS:

The following list of functions, duties, and tasks is typical for this classification. Incumbents may not perform all the listed duties and/or may be required to perform other closely related or department-specific functions, duties, and tasks from those set forth below to address business needs and changing business practices.

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 the 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; ensure 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, accessible, and

timely information; collaborate with peers and District departments to effectively translate and distribute information.

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

Provide support to the 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 ensure 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 the 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 ongoing 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 computers and assigned software; drive a vehicle to various sites to conduct work.

Perform classification-related duties as assigned for ensuring the efficient and effective functioning of the work unit and the District, including various mandatory District trainings.

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.

Technical aspects of field of specialty.

Standard office equipment, including a variety of technology devices, computers, 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 people and in front of a camera.

Maintain confidentiality of District information.

Exercise professional judgment 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 effectively, both independently and as a member of a team.

Establish and maintain 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, computers, and assigned software.

Adhere to safety practices.

Consider a variety of factors when using equipment.

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 (5) years of 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:

Must possess a valid California driver's license and the ability to maintain qualification for District vehicle insurance coverage.

Driving a vehicle to conduct work.

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 the 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 people and in front of a camera.

Dexterity of hands and fingers to operate a computer keyboard and other assigned equipment.

Seeing to monitor the 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.

Traffic hazards.

CLEARANCES:

Criminal Justice Fingerprint / Background

Tuberculosis

Pre-placement Physical and Drug Screen

JOB CLASS HISTORY

Approved: G.B. 03/19; P.C. 01/19

Revised: 11/24 (EH&A / MGT Consulting) / GB: 05/13/2025; PC 03/27/2025