

## TORRANCE UNIFIED SCHOOL DISTRICT

### CLASS TITLE: PUBLIC INFORMATION OFFICER

#### BASIC FUNCTION:

Under the direction of the Superintendent or assigned supervisor, perform a variety of specialized and technical duties related to management of public information strategies, development and maintenance of community partnerships, legislative advocacy activities, video production of Board of Education meetings for cable television channel 22.

#### REPRESENTATIVE DUTIES:

Manage all public and internal information activities related to the school district. *E*

Administer all webpage updates related to public information and newsletters from the Superintendent. *E*

Write and disseminate press releases and manage media for the Board of Education and Superintendent. *E*

Coordinate telephone mass messaging. *E*

Videotape and broadcast regular and special session Board meetings; balance cameras and check audio system; operate and monitor equipment during meetings. *E*

Broadcast educational programs and events for approximately 35 hours per week plus twice monthly Board meetings; maintain calendars of school events to broadcast. *E*

Operate a variety of specialized media equipment including satellite receiver, wave form monitor, switchers, studio cameras and control units, editing system and sound equipment. *E*

Assure the proper operation, use and care of equipment; troubleshoot, adjust, clean and perform minor repairs on equipment; arrange for major repairs according to established procedures; recommend the purchase of new equipment as requested. *E*

Meet with various constituents, government and community groups to obtain and provide information. *E*

Procure material and maintain the Public Information Center. *E*

Photograph special events, performances and other activities throughout the District as requested; provide photographs for publicity and public relations purposes. *E*

Communicate with District personnel, representatives of community organizations and others regarding media and public information needs; answer telephones and provide information. *E*

Represent the Board and Superintendent at various school district and community events *E*

Coordinate the development of a school district marketing and community outreach plan. *E*

Prepare and maintain records and statistics related to cable program scheduling, public information and student assistants; monitor the cable TV budget; recruit and prepare payroll for student assistants as assigned. *E*

Interact with teachers, videotape, script and edit instructional and staff development programs to be used for both inter and intra District presentations. *E*

Recruit, train and provide work direction to student assistants and others for production work as assigned. *E*

Perform related duties as assigned.

#### KNOWLEDGE AND ABILITIES:

##### KNOWLEDGE OF:

Leadership and crisis management.

Computer workstation and software programs.

Operation and maintenance of audio, video, cable television and satellite transmission equipment.

Taping, editing, dubbing and underlay techniques.

Oral and written communication skills.

Interpersonal skills using tact, patience and courtesy.  
Correct English usage, grammar, spelling, punctuation and vocabulary.  
District organization, operations, policies and objectives.  
Principles of leadership, training and providing work direction.  
Telephone techniques and étiquette.  
Record-keeping techniques.

**ABILITY TO:**

Create and maintain public information strategies.  
Facilitate parent and community involvement in schools.  
Provide videotaping services for various District activities, Board meetings and other events.  
Tape, edit, copy and dub videotapes.  
Operate technical equipment including video cameras, satellite transmission and cable television equipment.  
Operate a variety of media, photographic and microcomputer equipment.  
Compose, compile, edit and distribute news releases.  
Perform public information duties.  
Communicate effectively both orally and in writing.  
Establish and maintain cooperative and effective working relationships with others.  
Prioritize and schedule work.  
Train and provide work direction to others.  
Read, interpret, apply and explain rules, regulations, policies and procedures.  
Work independently with little direction.  
Meet schedules and time lines.

**EDUCATION AND EXPERIENCE:**

Any combination equivalent to: Bachelor's Degree in business administration, communication or related field and five years of responsible community relations, public information, corporate relations, or media and communications-related experience.

**LICENSES AND OTHER REQUIREMENTS:**

Valid California driver's license. Employees in this classification must maintain insurability at the District's standard rate during the term of employment.

**WORKING CONDITIONS:**

**ENVIRONMENT:**

Indoor work environment; subject to driving a vehicle to conduct work.

**PHYSICAL ABILITIES:**

Dexterity of hands and fingers to operate a variety of audio-visual equipment, bending at the waist, sitting or standing for extended periods of time, hearing and speaking to exchange information, lifting, bending, pushing, and moving heavy objects.