

FLSA Status: N
Pay Grade: 15
Days of Work: 240

**LEXINGTON / RICHLAND SCHOOL DISTRICT FIVE, SOUTH CAROLINA
JOB DESCRIPTION, FEBRUARY 2013**

**JOB TITLE: PUBLIC INFORMATION SPECIALIST II
DISTRICT OFFICE**

GENERAL STATEMENT OF JOB

Under supervision of the Public Information Officer (PIO), assists with the development, coordination and implementation of a marketing and communications plan for the School District. This position includes providing support and expertise in all aspects of public information and community relations. Responsibilities include: developing strong relationships with all media outlets, creating and coordinating information for news media, maintaining detailed media records, overseeing the districts Freedom of Information responses, preparing and delivering presentations, event planning and assisting with the districts social media efforts.

SPECIFIC DUTIES AND RESPONSIBILITIES

ESSENTIAL JOB FUNCTIONS

Assists in developing, implementing and evaluating the District's marketing and communications plan designed to create a positive public perception of the School District and to meet the information needs of the District's internal and external publics.

Researches information for, writes and coordinates the distribution of news releases to the news media; designs and prepares a variety of District publications; arranges media interviews and writes scripts and creates slide shows for various presentations and programs.

Oversees the development of the District's annual report to the public.

Attends and provides support for School Board meetings.

Photographs District activities and events for use in various district publications and media releases.

Represents the Public Information office on various committees, teams and working groups as assigned.

Attends meetings, training, conferences, workshops, etc., as appropriate to enhance job knowledge and skills.

Assists in planning, coordinating and executing various District-wide special events.

Serves as a District spokesperson as directed by the PIO.

Assist with the District's social media initiatives.

Prepares memos, letters and other official correspondence.

Operates a variety of equipment such as a computer, printer, copier, copiers, calculator, telephone, camera, audio-visual equipment, etc.

Uses clerical, copier, computer, photography and graphics supplies.

Oversees the District's S.C. Freedom of Information Act responses.

Interacts and communicates with various groups and individuals such as the immediate supervisor, Superintendent, other District administrators and staff, school administrators and staff, Board members, State Department of Education personnel, elected officials, news media, business/community leaders, various councils and committees, County and municipal personnel, personnel of other school districts, vendors, students, parents and the general public.

ADDITIONAL JOB FUNCTIONS

Assists in setting up for various meetings.

Performs routine administrative/office tasks as required, including but not limited to preparing reports and correspondence, copying and filing documents, answering the telephone, sending and receiving faxes, entering and retrieving computer data, etc.

Assists in the Copy and Imaging Center as needed.

Performs related duties as required.

MINIMUM TRAINING AND EXPERIENCE

Requires a Bachelor's degree in journalism, public relations, English, education or other relevant field, plus five years of successful experience as a public information, communications or marketing professional. Must possess a valid state driver's license.

MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS

Physical Requirements: Requires light work that involves walking or standing some of the time and involves exerting up to 20 pounds of force on a recurring basis, or skill, adeptness and speed in the use of fingers, hands or limbs on repetitive operation of mechanical or electronic office or shop machines or tools within moderate tolerances or limits of accuracy.

Data Conception: Requires the ability to compare and/or judge the readily observable functional, structural or compositional characteristics (whether similar to or divergent from obvious standards) of data, people or things.

Interpersonal Communications: Requires the ability of speaking and/or signaling people to convey or exchange information. Includes giving assignments and/or directions to co-workers and volunteers and receiving assignments and/or direction from supervisor.

Language Ability: Requires ability to read a variety of professional reports and documentation, policy and procedure manuals, dictionaries, etc. Requires the ability to prepare general reports, presentation materials, correspondence, news articles, publication copy, etc., with proper format, punctuation, spelling and grammar, using all parts of speech. Requires the ability to speak with and before others with poise, voice control and confidence.

Intelligence: Requires the ability to apply principles of logical thinking to define problems, collect data, establish facts and draw valid conclusions; to deal with several abstract and concrete variables. Requires the ability to apply influence systems in coordinating programs and affecting public perception of District programs and issues; to learn and understand relatively complex

principles and techniques; to make independent judgments in absence of supervision; to acquire knowledge of topics related to primary occupation. Must have the ability to comprehend and interpret received information.

Verbal Aptitude: Requires the ability to record and deliver information, to explain procedures, to follow and give verbal and written instructions; to use persuasive language in spoken and written form; to teach employees. Must be able to communicate effectively and efficiently with persons of varying educational/cultural backgrounds and in a variety of technical and/or professional languages including budgeting, public relations, journalism, marketing, publication production, graphics, etc.

Numerical Aptitude: Requires the ability to add and subtract totals, to multiply and divide, to determine percentages and decimals and to determine time. Must be able to analyze data and use practical applications of statistics.

Form/Spatial Aptitude: Requires the ability to inspect items for proper length, width and shape; to identify creative mixes and matches as in publication design, and visually read various information.

Motor Coordination: Requires the ability to coordinate hands and eyes using office machinery.

Manual Dexterity: Requires the ability to handle a variety of items, keyboards, office equipment, control knobs, buttons, switches, catches, graphics instruments and equipment, etc. Must have minimal levels of eye/hand/foot coordination.

Color Discrimination: Requires the ability to differentiate colors and shades of color.

Interpersonal Temperament: Requires the ability to deal with people beyond giving and receiving instructions. Must be adaptable to performing under moderate stress when confronted with emergency situations or tight deadlines. The worker may be subject to tension as a regular, consistent part of the job.

Physical Communications: Requires the ability to talk and hear: (talking: expressing or exchanging ideas by means of spoken words; hearing: perceiving nature of sounds by ear).

PERFORMANCE INDICATORS

Knowledge of Job: Has knowledge of the methods, procedures and policies of the School District as they pertain to the performance of duties of the Public Information Specialist. Has knowledge of the organization of the District. Is knowledgeable in the laws, ordinances, standards and regulations pertaining to the specific duties and responsibilities of the position. Is able to make sound, educated decisions with minimal guidance. Has the ability to help plan and develop daily, short- and long-term goals related to District purposes. Is able to take the initiative to complete the duties of the position without constant direct supervision. Has the ability to plan, organize and prioritize daily assignments and work activities. Has knowledge in the areas of public / media relations, social media, journalism, marketing, customer service, etc.. Has the ability to offer instruction and advice to co-workers regarding communications methods and related policies. Is able to read and interpret complex materials pertaining to the responsibilities of the job. Is able to assemble and analyze information and make written reports and records in a concise, clear and effective manner. Has knowledge of the terminology and various professional languages used within the department. Has excellent knowledge of and skill in the use of proper English usage, grammar, punctuation and spelling; has the mathematical ability to handle required calculations. Has knowledge of and is able to use modern office practices and equipment; is able to effectively use computers for word and data processing and records management. Is able to produce quality work despite the stress of deadlines. Knows how to

maintain effective relationships with personnel of other departments, professionals and members of the public through contact and cooperation. Knows how to make public presentations with confidence and professionalism. Knows how to react calmly and quickly in emergency situations. Has the ability to learn and utilize new skills and information to improve job performance and efficiency.

Quality of Work: Maintains high standards of accuracy in exercising duties and responsibilities. Exercises immediate remedial action to correct any quality deficiencies that occur in areas of responsibility. Maintains high quality communication and interaction with internal and external entities with whom the position interacts.

Quantity of Work: Performs described Essential Functions and related assignments efficiently and effectively in order to produce quantity of work which consistently meets established standards and expectations.

Dependability: Assumes responsibility for completing assigned work. Completes assigned work within deadlines in accordance with directives, policy, standards and prescribed procedures. Maintains accountability for assigned responsibilities in the technical, human and conceptual areas.

Attendance: Attends and remains at work regularly and adheres to policies and procedures regarding absenteeism and tardiness. Provides adequate notice to higher management with respect to vacation time and leave requests.

Initiative and Enthusiasm: Maintains an enthusiastic, self-reliant and self-starting approach to meet job responsibilities and accountabilities. Strives to anticipate work to be accomplished, and initiates proper and acceptable action for the completion of work with a minimum of supervision and instruction.

Judgment: Exercises analytical judgment in areas of responsibility. Identifies issues or situations as they occur and specifies decision objectives. Identifies or assists in identifying alternative solutions to issues or situations. Implements decisions in accordance with prescribed and effective policies and procedures and with a minimum of errors. Seeks expert or experienced advice where appropriate and researches issues, situations and alternatives before exercising judgment.

Cooperation: Accepts supervisory instruction and direction and strives to meet the goals and objectives of same. Questions such instruction and direction when clarification of results or consequences are justified, i.e., poor communications, variance with established policies or procedures, etc. Offers suggestions and recommendations to encourage and improve cooperation intra- and inter-departmentally.

Relationships with Others: Shares knowledge with supervisors and co-workers for mutual benefit. Contributes to maintaining high morale among all employees. Develops and maintains cooperative and courteous relationships inter- and intra-departmentally, and with external entities with whom the position interacts. Tactfully and effectively handles requests, suggestions and complaints in order to established and maintain good will. Emphasizes the importance of maintaining a positive image.

Coordination of Work: Plans and organizes daily work routine. Establishes priorities for the completion of work in accordance with sound time-management methodology. Avoids duplication of effort. Estimates expected time of completion of work elements and establishes a personal schedule accordingly. Attends required meetings, planning sessions and discussions on time. Implements work activity in accordance with priorities and estimated schedules.

Safety and Housekeeping: Adheres to all established safety and housekeeping standards. Ensures such standards are not violated.

DISCLAIMER: This job description is not an employment agreement or contract. Management has the exclusive right to alter this job description at any time without notice.