

PINELLAS COUNTY SCHOOL DISTRICT, FLORIDA

PCSB: 7099
Pay Grade: C07

FLSA: Exempt
PTS

PUBLIC INFORMATION OFFICER
REPORTS TO: Executive Manager, Strategic Communications
SUPERVISES: Not applicable
QUALIFICATIONS: Bachelor's degree from an accredited college or university with state certification in Communications, Journalism, Public Relations, Marketing, or related field. Five (5) years of progressively responsible professional experience in Communications, Journalism, Public Relations, or Marketing. Demonstrated ability to work with stakeholders including families, governmental agencies and the business community.
PREFERRED: Master's degree from an accredited college or university with state certification in Communications, Journalism, Public Relations, or Marketing. Three (3) years experience in a managerial or supervisory capacity in the area of Communications or Public Relations. Experience with multimedia/audio-video/production and postproduction.
MAJOR FUNCTION
Serves as the district's chief media spokesperson and as an intermediary between school administrators/officials and media professionals in order to provide information on district and school initiatives, activities, policies, and operations.
ESSENTIAL RESPONSIBILITIES
<ul style="list-style-type: none">• Works with the Assistant Director <u>Executive Manager</u>, Strategic Communications to establish and maintain best practices in regard to departmental procedures for media relations• Responds to media requests for information and facilitates media interviews with district personnel• Oversees public records requests, providing timely and complete responses to requests for information pursuant to the Freedom of Information Act (FOIA)• Interfaces with Director, Strategic Communications; Assistant Director <u>Executive Manager</u>, Strategic Communications; Manager, TV Operations; and Communications Specialists <u>Coordinator</u> to maintain an effective and efficient flow of information to internal and external stakeholders• Assists the Assistant Director <u>Executive Manager</u>, Strategic Communications in his/her oversight of Communications Coordinators Specialists• Assists the communications team in identifying and supporting organizational initiatives at the district and school level and translating those initiatives into story pitches for the media• Supports the communications team's efforts to maintain and update the district's Newsroom• Writes news releases and prepares information for media kits• Conducts regular press briefings for the media related to the School Board agenda• Briefs district staff prior to media interviews and provides training for School Board members and district personnel in dealing effectively with the media• Works with Office of General Counsel <u>School Board Attorney</u> and <u>Office of Staff Attorney</u> to ensure that district and school staff are aware of public records law• Arranges press conferences and facilitates interviews with School Board members, district administrators, and other school personnel

- Attends all School Board meetings to provide information to the media and to facilitate interviews with School Board members and district officials
- Compiles media clips for dissemination to district personnel
- Assists the ~~Assistant Director~~ Executive Manager, Strategic Communications in dissemination of information to the media in emergency situations
- Performs other related duties as required

TERMS OF EMPLOYEMENT

Salary and benefits shall be paid consistent with the district's approved compensation plan. Length of the work year and hours of employment shall be established by the District.

Performance of the job will be evaluated in accordance with provisions of the School Board's policy on evaluation of personnel.

The above statements are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities and duties required of those in this classification.

HISTORY OF JOB CLASSIFICATION

ISSUED: 12/11 LMCK; BOARD APPROVED: 12/06/11; REVISED FORMAT, ER, ADA, 5/12 LMCK;
BOARD APPROVED:

PUBLIC INFORMATION OFFICER

WORKING CONDITIONS & PHYSICAL EFFORT:	Seldom Or Never	Monthly	Weekly	Daily	Hourly
1. Lift objects weighing up to 20 pounds			X		
2. Lift objects weighing 21 to 50 pounds	X				
3. Lift objects weighing 51 to 100 pounds	X				
4. Lift objects weighing more than 100 pounds	X				
5. Carry objects weighing up to 20 pounds			X		
6. Carry objects weighing 21 to 50 pounds	X				
7. Carry objects weighing 51 to 100 pounds	X				
8. Carry objects weighing 100 pounds or more	X				
9. Standing up to one hour at a time				X	
10. Standing up to two hours at a time			X		
11. Standing for more than two hours at a time		X			
12. Stooping and bending		X			
13. Ability to reach and grasp objects				X	
14. Manual dexterity or fine motor skills					X
15. Color vision, the ability to identify and distinguish colors				X	
16. Ability to communicate orally					X
17. Ability to hear					X
18. Pushing or pulling carts or other such objects		X			
19. Proofreading and checking documents for accuracy					X
20. Using a computer to enter and transform words or data					X
21. Using various technology tools					X
22. Working in a normal office environment with few physical discomforts					X
23. Working in an area that is somewhat uncomfortable due to drafts, noise, temperature variation, or other conditions	X				
24. Working in an area that is very uncomfortable due to extreme temperature, noise levels, or other conditions	X				
25. Working with equipment or performing procedures where carelessness would probably result in minor cuts, bruises or muscle pulls	X				
26. Operating automobile, vehicle, or van	X				
27. Other physical, mental or visual ability required by the job	X				

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