

PINELLAS COUNTY SCHOOL BOARD
FLORIDA

PCSB: 7105
Pay Grade: C01

FLSA: Exempt

INFORMATION SPECIALIST

MAJOR FUNCTION:

Performs skilled journalistic work in preparing information for effective internal and external communications for a variety of print, electronic, and broadcast communications. Provides support for use in public information to improve communication of School services, activities, programs and projects.

DUTIES AND RESPONSIBILITIES:

- Ability to write and edit professional quality press releases for consideration by local area media outlets
- Ability to research, write and edit various types of documents for internal and external publications and district website. Also assists with the design and production of these documents including brochures, booklets, flyers, annual report, fact sheets, PowerPoint presentations and other public affairs related materials as necessary
- As directed, assists in coordinating publicity and marketing campaigns and specialized district events
- Plans, develops and implements public communication and education projects; develops strategies for effective communication programs
- Knowledge of graphic design and layout
- Ability to be creative and very detailed in assignments
- Ability to write TV and radio scripts for on-air promotions
- Skilled in digital photography
- Assist other staff members in writing and editing content for district website and information publications
- Ability to find and use outside resources to enhance the communications goals of the district
- Provide outstanding customer service, and use positive interpersonal communication skills to respond to individual inquiries for information about the school district
- Performs related work as required or as assigned

MINIMUM QUALIFICATIONS:

Graduation from an accredited college or university with major work in journalism, public relations or related field and some experience in journalism, photography or graphic design.

PREFERRED:

Preference may be granted to candidates with demonstrated proficiency in ability to independently identify, plan, organize and prioritize activities required to complete project assignments. Ability to write, edit and design a variety of materials in multi-media formats and to simultaneously work on multiple projects in a deadline-driven environment.

ISSUED: 10/79 SSN; BOARD APPROVED: 10/79; REVISED: 1/87 REW; BOARD APPROVED: 1/14/87; TITLE CHANGE PBL; BOARD APPROVED: 11/18/92; MF AND D & R REVISED: 12/93 PBL; MF & D & R REVISED 2/08 LMCK; MF, D & R AND PREFERRED REVISED: 2/09 RAS; REVISED D&R 9/09 LMCK

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.

INFORMATION SPECIALIST

<u>WORKING CONDITIONS & PHYSICAL EFFORT:</u>	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 keyboard to enter and transform words or data					X
21. Using a video display terminal					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				

Information Specialist – PTS