

DURANGO SCHOOL DISTRICT 9-R

JOB DESCRIPTION

Job Title: Public Information Officer
Job Family: Administration
Department: Communications
Typical Work Year: 12 months

Pay Grade: Administrative Salary Schedule
FLSA Status: Exempt
Prepared Date: June 20, 2017

SUMMARY: Under the direction of the Chief Operations Officer, the Public Information Officer/Marketing Director plans, directs, and implements a comprehensive public, media, and staff information program that focuses on marketing the desired image of the Durango School District 9-R and increasing involvement of key stakeholders.

ESSENTIAL DUTIES AND RESPONSIBILITIES: *To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The frequency and percentage of time of duties may vary based on building or department assignment.*

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| D | 25% | Develop and implement high-quality communications and marketing programs that effectively promote the district and its services. Direct strategic internal and external communication plans and activities. Provide leadership and training to district staff related to effective communications and marketing. Develop and implement marketing and branding strategies. |
| W | 10% | Provide strategic leadership in media relations and crisis communications. Direct training for district leadership and staff in support of communicating the district's key messages. When appropriate, serve as spokesperson for the district. Serve on the district's crisis management team for media and community relations. Interpret educational issues and positions to a variety of local and national media, and the public. |
| D | 15% | Attend school and district events and promotes these events through print and electronic media using text and photo journalism. |
| D | 25% | Implement comprehensive public engagement plans centered on building relationships with external and internal, targeted audiences in order to shape public opinion and behaviors in support of the district and its initiatives. Listen to and analyze the concerns of the public. |
| D | 10% | Provide leadership to communications staff and functions including overseeing public relations, marketing, strategic publications, social media, and the district's website. Conduct research on and incorporate cutting edge interactive formats to best engage internal and external audiences. |
| D | 10% | Attend meetings of the Board of Education, district-wide meetings/events, school based meetings/events and community meetings/events to gather and disseminate information about the district. |
| Ongoing | 5% | Perform other duties as assigned. |

EDUCATION AND TRAINING: A BA/BS in marketing, business administration, public relations, communications or journalism or an equivalent combination of education and experience from which comparable knowledge and abilities can be acquired.

EXPERIENCE: 3-5 years of experience in communication, marketing, public relations or journalism.

CERTIFICATES, LICENSES, & REGISTRATIONS: Valid Colorado Driver's License required.

TECHNICAL SKILLS, KNOWLEDGE, & ABILITIES:

- Advanced interpersonal, group, organizational, public, intercultural and media communication skills.
- Advanced oral and written communication skills.
- Advanced editing skills.
- Advanced knowledge of the National Public School Relations Association ethics.
- Advanced word processing, graphic design, desktop publishing, video production and social media skills.
- Considerable knowledge of equitable educational issues, practices and pedagogy.

- Critical thinking and problem solving skills.
- Ability to maintain confidentiality in all aspects of the job.
- Ability to promote and follow Board and District policies, Superintendent policies, and building/department procedures.
- Ability to recognize the importance of safety in the workplace, follow safety rules, practice safe work habits, utilize appropriate safety equipment and report unsafe conditions to the appropriate administrator.

MATERIALS AND EQUIPMENT OPERATING KNOWLEDGE:

- Operating knowledge of and experience with word processing, spreadsheet, photo layout, graphic design, desktop publishing, web content development and video editing.
- Operating knowledge of analog and digital still and video cameras, microphones and basic lighting techniques.

REPORTING RELATIONSHIPS & DIRECTION/GUIDANCE:

Reports to: Chief Operations Officer

Direct Reports: Communications Coordinator

BUDGET AND/OR RESOURCE RESPONSIBILITY: Responsible for the development and management of the Communications budget.

PHYSICAL REQUIREMENTS & WORKING CONDITIONS: *The physical demands, work environment factors and mental functions described below are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

PHYSICAL ACTIVITIES:	Amount of			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Stand			X	
Walk			X	
Sit			X	
Use hands to finger, handle or feed			X	
Reach with hands and arms			X	
Climb or balance		X		
Stoop, kneel, crouch, or crawl		X		
Talk				X
Hear				X
Taste	X			
Smell	X			

WEIGHT and FORCE DEMANDS:	Amount of			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Up to 10 pounds				X
Up to 25 pounds			X	
Up to 50 pounds	X			
Up to 100 pounds	X			
More than 100 pounds	X			

MENTAL FUNCTIONS:	Amount of			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Compare				X
Analyze				X
Communicate				X
Copy		X		
Coordinate			X	
Instruct			X	
Compute		X		
Synthesize			X	
Evaluate				X
Interpersonal Skills				X
Compile			X	

Negotiate			X	
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WORK ENVIRONMENT:	Amount of			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Wet or humid conditions (non-weather)	X			
Work near moving mechanical parts	X			
Work in high, precarious places	X			
Fumes or airborne particles	X			
Toxic or caustic chemicals	X			
Outdoor weather conditions		X		
Extreme cold (non-weather)	X			
Extreme heat (non-weather)	X			
Risk of electrical shock	X			
Work with explosives	X			
Risk of radiation	X			
Vibration	X			

VISION DEMANDS:	Required
No special vision requirements.	
Close vision (clear vision at 20 inches or less)	X
Distance vision (clear vision at 20 feet or more)	X
Color vision (ability to identify and distinguish colors)	
Peripheral vision	
Depth perception	
Ability to adjust focus	X

NOISE LEVEL:	Exposure Level
Very quiet	
Quiet	
Moderate	X
Loud	
Very Loud	