



# PUBLIC INFORMATION OFFICER

## SUMMARY/SCOPE/GOAL

Plan, develop, and implement a broad-scope public information program to effectively serve local citizens and other interested individuals, organizations, and institutions providing accurate, timely, and complete information concerning Brevard County Public Schools. Provide cost effective and quality printing services for the schools, offices, and departments of the District in an efficient manner. Provide effective legislative, governmental, and business relations. Plan and manage physical requirements for effective Board meetings, public hearings, and related events. Develop & maintain effective relationships with all media to include the local press and radio/television organizations and agencies.

## QUALIFICATIONS

### EDUCATION AND RELEVANT EXPERIENCE REQUIREMENTS:

#### REQUIRED:

- Bachelor's degree required in public relations, marketing, communications, or a closely related field. Coursework in journalism and/or graphic arts is highly desirable.
- Minimum of five years of progressively responsible and successful experience, including supervisory duties, in positions similar to a Public Information Officer.

#### PREFERRED/DESIRED:

- Master's degree in public relations, marketing, communications, or a closely related field preferred.

### CERTIFICATIONS AND LICENSES:

#### REQUIRED:

- Valid State Driver's License

#### PREFERRED/DESIRED:

## PERFORMANCE RESPONSIBILITIES

### ESSENTIAL FUNCTIONS:

The tasks/competencies listed below represent most of the time spent working in this position. Supervisor may assign additional tasks within the scope of this classification as necessary.

1. Supports executive leadership as a communications advisor and strategist, manages public relations, media relations, community resources, social strategy, event strategy and execution, and district brand strategy functions.
2. Develops coordinated, enterprise-wide corporate communication strategy and devises metrics to determine effectiveness of marketing and communication approaches.
3. Develops and manages the District's community outreach and communications plans to carry out the District's goals, serve our stakeholders, and engage new partners and communities.
4. Contributes to the leadership of the organization beyond assigned accountabilities to champion Brevard Public School's mission, vision, and strategic plan.
5. Serves as the Public Information Officer for Brevard County Public Schools to include official liaison with all news media representatives relative to activities, events, and /or circumstances involving the District.
6. Assesses public attitudes toward the District and keeps the Superintendent informed of issues, concerns, and/or important events or circumstances.

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7. Provides leadership and direction for strategy, design, and operation of the District's internal and external marketing and communications activities and outcomes.
8. Leverages the District's network of schools, community partners, and understanding of the community to create a strategic communications plan containing guidelines for establishing marketing priorities, initiatives, and metrics at both a school and a district level.
9. Oversees the District's communications transformation, using analytics, to create a world-class communications environment to enhance digital experiences that build relationships with key audiences to include students, teachers, parents, and the community.
10. Manages district-level print, digital, web, and social media presence for marketing messages, branding, and communications that reflect the District's image and reputation of being a leader in quality education.
11. Develops and reviews content for the District website while collaborating with Educational Technology in implementing content.
12. Supports school administrators relative to the content, design, and dissemination of press releases/media advisories via social media and traditional print/website activities while providing appropriate training to enhance media relations.
13. Coordinates and participates in the planning, development, production, and dissemination of internal and external communications to include but not limited to promotional materials, marketing messages, video scripts, staff/community newsletter, annual reports, and feature articles via traditional and digital avenues to ensure effectiveness of communication with the public.
14. Responds to internal and external customers in a timely, accurate, courteous, and empathetic manner representing Brevard Public Schools in a positive light.
15. Establishes the effective use of best practices throughout the departments and district in public relations, government affairs, and communications.
16. Interprets board policy and district procedure to interested citizens, organizations, institutions, and agencies.
17. Provides training relative to school and community public relations processes and procedures from district employees and school-associated groups and organizations.
18. Attends all meetings of the Board to assist with the media.
19. Plans, organizes, and conducts recognition programs for students and employees as appropriate; provides administrative support to the Brevard Schools Foundation and other related business/industrial relationships with the District.
20. Provides the district's legislative liaison functions.

### **OTHER DUTIES:**

Provide outstanding customer service and use positive interpersonal communications skills. Make all decisions and perform all tasks in accordance with Brevard Public Schools' strategic plan, vision, and mission. Ensure compliance with Board rules and applicable federal laws and regulations.

### **KNOWLEDGE, SKILLS, AND ABILITIES/TRAINING AND EQUIPMENT USAGE**

#### **JOB RELATED:**

Ability to establish effective working relationships with district schools, offices, and department personnel and to demonstrate skills necessary to develop these employees as public information producers for the district. Ability to demonstrate interpersonal and professional skill with members of the public, the news media, and representatives of other interested organizations and individuals by providing accurate, timely, and complete information as requested and/or desired. Knowledgeable of the legislative process and skilled in both governmental and business relations. Demonstrated ability to compose interesting stories, reports, and related

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publications, news releases, and other documents/programs necessary to effectively communicate district data, information, and events. Possess expert editorial skills and demonstrated knowledge of both printed and electronic media – including production of video and audio programs/events. Skilled in budget management, cost accounting, estimating, and scheduling.

### GENERAL:

Knowledge and use of time management and organizational systems. Skill in meeting and exceeding customer/stakeholder expectations within the precincts of policy, procedure, and sound judgement. Skill in active listening and social perceptiveness. Ability to communicate effectively orally and in writing. Ability to use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions, or approaches to problems. Ability to sustain focus and attention to detail for extended periods of time.

### TRAINING:

N/A

### EQUIPMENT:

Use office machines such as large volume copiers, printers, or calculators. Use computers for email, word processing, intra/internet, data entry, spreadsheets, service ticket responses, presentations, or custom applications.

## PHYSICAL DEMANDS/WORK ENVIRONMENT

### PHYSICAL REQUIREMENTS:

#### (S) SEDENTARY WORK

Exerting up to 10 pounds of force occasionally (Occasionally: activity or condition exists up to 1/3 of the time) and/or a negligible amount of force frequently (Frequently: activity or condition exists from 1/3 to 2/3 of the time) to lift, carry, push, pull, or otherwise move objects, including the human body. Sedentary work involves sitting most of the time but may involve walking or standing for brief periods of time. Jobs are sedentary if walking and standing are required only occasionally and all other sedentary criteria are met.

### POTENTIAL ENVIRONMENTAL CONDITIONS/HAZARDS:

Indoor office environment most often with Indoor/Outdoor movement between pods/locations frequently. Intermittent noise and activity level. Requires Sitting, Standing, Walking, Bending, Stooping, Kneeling, Finger Dexterity, Talking, Hearing, and Visual Acuity frequently.

### TRAVEL:

Travel between sites often. Travel out of county occasionally.

### FOR HR USE ONLY:

<b>DIVISION:</b>	Superintendent/Board/Legal	<b>DEPARTMENT:</b>	Government and Community Relations
<b>TITLE CODE:</b>	D0160	<b>CONTENT BY:</b>	Debra Pace
<b>GRADE:</b>	N/A	<b>COMPENSATION:</b>	Rochelle Schwindt
<b>UNIT:</b>	EXEC	<b>LABOR RELATIONS:</b>	Karyle Green
<b>LAST BOARD APVD:</b>	04/28/2020	<b>CLASSIFICATION:</b>	Beth Thedy

REV:	DATE:	REVISION CONTROL:	INITIATED BY:
1.0	03/15/16	Initial Release	Human Resources
1.1	07/01/19	REVISED: New format	Human Resources
2.0	04/28/20	REVISED Essential Functions	Human Resources

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*The above information on this description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job. Performance of this job will be evaluated in accordance with provisions of the Board's policy on evaluation of personnel.*

*Brevard Public Schools (BPS) is an equal opportunity/affirmative action employer committed to achieving excellence and strength through diversity. BPS seeks a wide range of applicants for its positions so that one of our core values, a qualified and diverse workforce, will be affirmed. Americans with Disabilities Act (ADA) compliance requires BPS to provide reasonable accommodations to qualified individuals with disabilities. Prospective and current employees are invited to discuss accommodations.*