

SCHOOL DISTRICT PUBLIC INFORMATION OFFICER

DISTINGUISHING FEATURES OF THE CLASS: This position involves responsibility for performing professional and technical duties such as organizing, coordinating and promoting public relations activities between the school district and the local community. The position will involve performing traditional public relations functions, including written material and visual presentations, to promote a climate of understanding of the school district's efforts to utilize the resources available to provide each student with the best possible education opportunities. Work is performed under general supervision of the District School Board and Superintendent with leeway for independently performing most duties of the position.

TYPICAL WORK ACTIVITIES: *The typical work activities listed below, while providing representative examples of the variety of work assignments in the title, do not describe any individual position. Incumbents in this title may perform some or all of the following, as well as other related activities not described.*

Oversees and implements support programs for students such as Do the Right Thing (DRT), Good Grades Pay (GGP) and Seeing Necessary Alternatives Photographically (SNAP);

Serves as information liaison between the school district, news media and community at large;

Arranges for press conferences and prepares press kits for distribution to reporters covering Board meetings and public hearings;

Sets annual objectives for the district's public information program and plans budget for meeting objectives;

Supervises and coordinates the preparation of school district publications, including brochures for recruitment, orientation for new teachers and staff members and information for parents of new students;

Maintains a district talent bank of staff members willing to serve community organizations as

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speakers or as volunteer resource specialists;

Explores opportunities for reciprocal exchange with local organizations and determines how resources can be shared through job internships and community residents sharing their life experiences;

Coordinates the activities of non-school groups planning in-school informational programs, such as career days, college recruitment and armed forces recruitment;

Serves, upon request, as speech writer for Board officers or the School District Superintendent;

Maintains and updates mailing lists of school district residents and community organizations and groups who have clearly expressed interests in educational affairs;

Meets with business and philanthropic organizations to determine availability of monetary and material resources to help support learning programs for school administration, faculty and students;

Plans and supervises the periodic polling of public opinion regarding the district programs/policies or current issues in education;

Develops fund raisers for extra-curricular activities to decrease the amount of student driven fundraising activities;

Prepares annual objectives for public information programs and plans budget accordingly;

Performs other duties as assigned by the school board or superintendent.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES, AND PERSONAL CHARAC-

TERISTICS: Good knowledge of publicity and public relations principles, methods and tools; good knowledge of academic, vocational and technical services offered through an educational institution;

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good knowledge of organizations and publications in the community; good knowledge of techniques used to conduct surveys or to gather information and statistics; ability to prepare layouts of brochures and public relations materials; ability to express oneself clearly, both orally and in writing; ability to coordinate programs and projects; ability to establish and maintain good working relationships with school officials, members of the media, community group and business representatives, teaching staff and the general public; and initiative.

MINIMUM QUALIFICATIONS: Either:

- (A) Graduation from a regionally accredited college or university or one accredited by the New York State Board of Regents to grant a Master's Degree; or
- (B) Graduation from a regionally accredited college or university or one accredited by the New York State Board of Regents to grant a Bachelor's Degree and two (2) years experience in either teaching, public administration, publicity or in a position involving the delivery of human services; or
- (C) Graduation from a regionally accredited college or university or one accredited by the New York State Board of Regents to grant an Associate's Degree and four (4) years of experience as described in (B) above; or
- (D) An equivalent combination of training and experience as indicated in (A) and (B) above.

NOTE: Your degree or credits must have been awarded by a college or university accredited by a regional, national, or specialized agency recognized as an accrediting agency by the U.S. Department of Education/U.S. Secretary of Education. If your degree or credits were awarded by an educational institution outside of the United States and its territories, you must provide independent verification of equivalency. A list of acceptable companies who provide this service can be found on the Internet at: <https://www.cs.ny.gov/jobseeker/degrees.cfm>. You must pay the required evaluation fee.

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Originated: 09/30/03
Jurisdictional Class:Competitive
Public Hearing:N/A
NYS Civil Service Commission Approva:N/A

Revised, Removed from draft and placed in classplan on 10/01/03
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Revised and Replaced in Classplan: 5/14/2025 (Edu)