



## Fremont Unified School District

### Classified Management Job Description

#### **Public Information Officer for Construction and Facilities**

##### **Summary:**

The Public Information Officer for Construction and Facilities reports directly to the Superintendent or designee and serves as the conduit for district communication for all stakeholders on construction, facilities and bond projects, including reconstruction, modernization, maintenance alteration projects, relocation of school buildings, and other capital outlay projects.

##### **Essential Functions:**

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. Depending on the assignment, duties may include but are not limited to the following:

- Organizes and manages all communication and public relations related to construction, facilities and bond projects in the District
- Develops and communicates public information and public relations strategies in the District at all levels
- Develops and evaluates all venues of media to inform all public entities on all matters, as directed
- Informs District officials of status of projects through conferences and written correspondence
- Prepares analyses and reports as necessary for the Superintendent and School Board of Education
- Prepares and provides explanations on proposed and on-going building programs, projects and activities
- Receives and fulfills all Public Records Act requests in a timely manner
- Strategizes a public relations campaign for all directed activities to increase communication and awareness for the District
- Plans, enhances, and advises site and district administrators, district personnel, and staff on all district construction, facilities and bond projects and programs in preparation for and dependent on various audiences
- Works with and on behalf of the Superintendent, or designee, to provide information to all levels of media, such as broadcasting, social media, recording, etc...
- Recommends and organizes press conferences, public events, and district activities for the Superintendent
- Develops and prepares all correspondence to public media that may include press releases, executive summaries, reports, highlight articles, and related materials
- Develops and plans outreach strategies that include social media and other various communiqués
- Oversees and participates, as needed, in social media communication sites to communicate and ensure appropriate use of the media
- Plans philanthropic relationships with community and business as directed
- Provides staff development and presentations to District employees, School Board of Education, students, parent groups, and others
- Drives as needed in order to perform the essential functions of the job
- Performs related duties as assigned

##### **Qualifications**

Successful Experience in:

- Effective communication and public relations strategies
- Effective and most common use of media that includes print, radio, and television
- Appropriate use of media management in regards to district concerns and circumstances
- District ethnic diversity, cultural, geographic, and socio-economic populations
- Current events within the District

- Policies, California Education Code, practices, and protocols of the District
- Advanced level in writing, editing, composition, and verbal communication
- Publication layout, production, employee publications, editorials, and educational publications
- Current web, multi-media, and social media trends. Microsoft Office and/or Mac OS X applications
- Proficient with multiplatform (MAC and PC) computer hardware and software
- Overall understanding of construction and facilities including Bond projects/measures

Education: Bachelor’s degree in communications, English, public relations, journalism, or related field. Additional qualifying experience may substitute for two years of the required education on a year-for-year basis.

Experience: Four years of work experience in media and public relations position or related field. Upper level college course in Communications, Public Relations, Marketing and/or Journalism or related field may be substituted for one year of work experience.

**Licenses and certificates:**

Possession of a valid California driver’s license with no restrictions, which would preclude driving on the job, is a continuous requirement.

**Physical Demands and Working Environment:**

The physical demands described here 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.

The usual and customary methods of performing the job’s functions require the following physical demands: some lifting 20 - 30 lbs., carrying, pushing, and/or pulling some stooping, kneeling, crouching, and significant fine finger dexterity.

Required Testing Pre-Employment Proficiency Test may be required.

Clearances Criminal Background Clearance

FLSA Status  
Exempt

Approval Date  
N: 12/2016

Salary Range  
FSMA Range 6

Job descriptions are intended to present a descriptive list of the range of duties performed by employees in the position and are not intended to reflect all duties performed with the job.

**Non-Discrimination in Employment:**

The Governing Board prohibits unlawful discrimination against and/or harassment of district employees and job applicants on the basis of the person’s actual or perceived race, religious creed, color, national origin, ancestry, age, marital status, pregnancy, physical or mental disability, medical condition, genetic information, military and veteran status, gender, gender identity, gender expression, sex or sexual orientation or association with a person or group with one or more of these actual or perceived characteristics.

The Board also prohibits retaliation against any district employee or job applicant who complains, testifies or in any way participates in the district’s complaint procedures instituted pursuant to this policy.