



Fremont Unified School District  
Classified Management  
Job Description

**Public Information Officer**

**Definition**

The Public Information Officer reports directly to the Superintendent or designee. The Public Information Officer serves as the conduit for district communication for all stakeholders. Develop and communicate public information and public relations strategies in the District at all levels. Create and review all venues of media to inform all public entities on all matters as directed.

**Essential Duties and Responsibilities**

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

- Organize and manage all communication and public relations as directed in the District.
- Receive and provide all Public Records Act requests in a timely manner.
- Strategize a public relation campaign for all directed activities to increase communication and awareness for the District.
- Plan, enhance, and advise site and district administrators, District personnel, and staff on all District programs in preparation for and dependent on various audiences.
- Work with and on behalf of the Superintendent, or designee, to provide information to all levels of media, such as broadcasting, social media, recording, etc...
- Recommend and organize press conferences, public events, and district activities for the Superintendent.
- Develop and prepare all correspondence to public media that may include press releases, executive summaries, reports, highlight articles, and related materials.
- Outreach to establish effective working relationships with all media personnel to maintain a positive public relations for the District.
- Provide important communication to the public that pertain to all District policies and administrative procedures.
- Develop and plan outreach strategies that include social media and other various communiqué.
- Oversee and participate, as needed, in social media communication sites to communicate and ensure appropriate use of the media.
- Plan philanthropic relationships with community and business as directed.
- Provide staff development and presentations to District employees, School Board of Education, students, parent groups, and others.
- Manage District website, as needed, to highlight district activities and supervise District Webmaster.
- May supervise staff as assigned.
- 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, multimedia, and social media trends. Microsoft Office and/or Mac OS X applications.

- Proficient with multiplatform (MAC and PC) computer hardware and software.

**Education:** Bachelor’s degree in communications, English, public relations, journalism, or a 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. Upper level college course in Communications, Public Relations, Marketing and/or Journalism 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**  
5/7/2014 R: 12/14/2016

**Salary Range**  
FSMA 9

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.