

To ensure that every student excels academically, builds character, and is a productive member of our community.



PLEASE POST

CLASSIFIED JOB POSTING CONFIDENTIAL/MANAGEMENT POSITION

(Not a part of the classified service)

DATE OF POSTING: August 2, 2019

POSITION: Public Information and
District Development Officer

SALARY: \$69,811 - \$103,143 annually

APPLY: www.edjoin.org

FUNDING SOURCE: General Fund

DEADLINE: August 16, 2019
5:00 p.m.

HOURS: 8 Hrs./Day
12 Mos./Year

AVAILABLE: September 3, 2019

REASON FOR POSTING: Replacement

BASIC FUNCTION: Under the direction of the Superintendent or designee, this assignment involves management- level responsibility for initiating, coordinating and maintaining communication, public relations, publications, recognition, media relations, marketing, website programs and services, broadcast, television, video, internet streaming of digital content, media services and graphic design extending to Merced City School District (MCSD) staff, news media, business community, governmental agencies, community members, boards of education, school districts and the general public as it relates to MCSD and the Board-approved Local Control Accountability Plan (LCAP) and to support MCSD programs, departments, and senior leadership with internal and external communications and media including crisis communications, media relations, employee communications, website development and design approval as it relates to district public communication, issues and events management; supervises and evaluates the performance of assigned personnel .

REPRESENTATIVE DUTIES: Collaborates with the Superintendent and Cabinet to ensure proper communication, and public recruitment of parents, community and other stakeholders for the ongoing input to build and maintain the MCSD Local Control Accountability Plan; develops and maintains a proactive communications program with the public, MCSD staff, and media; communicate and represent the district vision and perspective internally and to the general public/community, as designated by Superintendent; establishes and maintains positive working relationships with members of print, radio, and television media. Serves as a liaison to the media; coordinates requests for interviews; prepares news releases and public service announcements; compiles information for the media regarding events and activities of Merced City School District; serves as spokesperson as necessary; provides prompt and accurate public information during emergency or disaster situations; consults with the Assistant Superintendent of Personnel and/or Superintendent's Cabinet to ensure that all internal and external communications reflect the policies and positions supported by Merced City School District; writes and reviews articles, press releases, reports, scripts and other materials related to organizational activities and achievements; prepares, coordinates, monitors, and oversees the preparation of major publications; prepares and reviews

reports, speeches, and other content for the Superintendent and senior leadership staff; provides input on issues related to communications; conducts research for talking points; prepare presentations utilizing appropriate software systems; develops and implements media strategies to publicize Merced City School District programs and services and school district programs; develop partnerships with community agencies, public officials and the business community in support of public education; develops and oversees the organization and coordination of special events honoring schools, teachers, programs and students; develops, oversees and coordinates special events that benefit or promote the Merced City School District Foundation, or a similar organization supporting the district; oversees web content; receives and reviews materials to assure accuracy and compliance with the Merced City School District communication standards and image; monitors web content, web publications, and other online information; assures appropriate use and content for the Merced City School District intranet and internet; coordinates work with designers, digital media, support staff and external consultants; directs and evaluates the performance of assigned staff; operates a computer and assigned software programs; operates other office, audio-visual and printing equipment as assigned; drives a vehicle to conduct work as assigned. Perform other duties as assigned

The employee is to adhere to federal and state regulations, Board Policies, and related administrative regulations which pertain to the particular assignment.

The Public Information and District Development Officer works under the direction of the Superintendent or designee. Supervises and evaluates the performance of assigned personnel.

MINIMUM REQUIREMENTS:

KNOWLEDGE OF: Communications media and their most effective uses, including print, radio, television, and internet; appropriate media protocol regarding given issues and circumstances; instructional and other technologies including digital design, broadcast, video and print media; community event organization and development; laws, rules and regulations related to public information and related communication activities; public relations and procedures; oral and written communication skills; public speaking techniques; media relations and organizational communication strategies; interpersonal skills using tact, patience and courtesy; correct English usage, grammar, spelling, punctuation and vocabulary; operation of computers and software; marketing principles and practices; web page development, use and maintenance; current social media tools, trends and techniques.

ABILITY TO: Understand and disseminate information and issues affecting public education; present information regarding Merced City School District programs in a proactive, complete and media sensitive matter; develop and maintain effective relationships with personnel of the news media, community leaders, administrators and others; develop effective media communication strategies for all communities including diverse cultural and other language speaking communities of Merced City School District; maintain confidentiality of sensitive and privileged information; establish and maintain cooperative and effective relationships with others; meet schedules and timelines; plan and organize work; write clear and concise reports, articles and speeches in easily understood language; train others in concise communication.

EDUCATION AND EXPERIENCE: Any combination equivalent to: a bachelor's degree in journalism, communications, broadcasting, media, and/or marketing, public administration, public relations or related field and three years of responsible experience in public relations or communications in a comprehensive media and communications program.

WORKING CONDITIONS:

ENVIRONMENT: Office environment; schools; classrooms; Governmental meetings
Driving a vehicle to conduct work.

PHYSICAL ABILITIES: Dexterity of hands and fingers to operate office equipment; hearing and speaking to exchange information in person or on the telephone; seeing to proofread documents and typing assignments; sitting for extended periods of time, bending at the waist, kneeling or crouching.

PLEASE NOTE: Employees who may be required to use their private vehicles in the performance of regularly assigned District duties, and who qualify to be reimbursed for mileage, must have on file in the Risk Management Office of the District a certificate of automobile liability insurance. Minimum limits to be: bodily injury \$50,000/\$100,000; property damage \$10,000. (CSEA Master Agreement Article XXIX)

The Merced City School District does not discriminate on the basis of sex, sexual orientation, ethnic group identification, race ancestry, national origin, religion, color, mental or physical disability.

Title IX Coordinator, Brian D. Meisenheimer (385-6759), BP 0410 – Nondiscrimination in District Programs & Activities.