CLASS TITLE: SUPERVISOR - PUBLIC INFORMATION

BASIC FUNCTION:

Under the direction of the Chief Public Affairs Officer, provides and coordinates information to administrators, employees, the public and media regarding a variety of organizational programs, policies, events, efforts and other related information; prepare articles, press releases and other materials; trains and evaluates the performance of assigned personnel.

REPRESENTATIVE DUTIES:

The following duties are examples of assignments performed by incumbents in this classification. It is not a totally comprehensive list of duties, nor is it restrictive regarding job assignments.

ESSENTIAL DUTIES:
Provides and coordinates information to administrators, employees, the public and media regarding a variety of organizational programs, policies, events, efforts and other related information; assures accurate and timely dissemination of information.

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 the County Office; serves as spokesperson as necessary; provides prompt and accurate public information during emergency or disaster situations.

Prepares and distributes articles, stories, press releases and other materials related to organizational activities and achievements; prepares, coordinates, monitors and oversees the preparation of major publications.

Receives and reviews materials to assure accuracy and compliance with County Office communications standards and image; edits and prepares web copy; monitors web content, web publications and other online information; assures appropriate use and content for the internet and intranet of the County Office.

Supervises and evaluates the performance of assigned staff; interviews and selects employees and recommends transfers, reassignment, termination and disciplinary actions; trains employees in Office and department policies, procedures and activities.

Prepares speeches and other content for the Superintendent as requested; provides Superintendent with input on issues related to communications; conducts research for talking points; prepares presentations utilizing appropriate software systems; coordinates and monitors the work of speech consultants.

Assists with various office activities; works with graphic designers, digital media and support staff; responds to requests of employees, district representative and community agencies in developing creative, descriptive, technical and factual articles related to current events and timely issues; compiles, edits, designs and provides technical and photography services as required.

Attends and conducts meetings and seminars with departments and school districts as needed.
Operates a variety of office equipment including a computer and assigned software.

Plans, coordinates and promotes special events of the County Office.

OTHER DUTIES:
Performs related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:
- Laws, rules and regulations related to public information and related communications activities.
- Broadcast, television, video, internet streaming of digital content and other media services.
- Public relations practices and procedures.
- Legal entitlements and restraints.
- Elements of graphic design, web page design and web site maintenance.
- Public speaking techniques.
- County Office operations, policies and objectives.
- Principles and practices of training and supervision of others.
- Media relations and organizational communication strategies.
- Oral and written communication skills.
- Correct English usage, grammar, spelling, punctuation and vocabulary.
- Technical aspects of field of specialty.
- Interpersonal skills using tact, patience and courtesy.
- Operation of a computer and assigned software.

ABILITY TO:
- Provide and coordinate information to administrators, employees, the public and media regarding a variety of organizational programs, policies, events, efforts and related information.
- Prepare, edit and oversee the preparation of web content.
- Train and evaluate the performance of assigned personnel.
- Prepare a variety of written correspondence including press releases, major publications, speeches, articles and other informational materials.
- Communicate effectively both orally and in writing.
- Maintain confidentiality of organizational information.
- Prepare and deliver oral presentations.
- Establish and maintain cooperative and effective working relationships with others.
- Meet schedules and time lines.
- Maintain records and prepare reports.
- Analyze situations accurately and adopt an effective course of action.
- Interpret, apply and explain rules, regulations, policies and procedures related to assigned activities.
- Operate a variety of office equipment including a computer and assigned software.

EDUCATION AND EXPERIENCE:

Any combination equivalent to: Bachelor’s degree in journalism, communications or a related field, and four years of experience in public relations or communications including some experience in web site development.
LICENSES AND OTHER REQUIREMENTS:

Valid California driver's license.

WORKING CONDITIONS:

ENVIRONMENT:
Office environment.
Driving a vehicle to conduct work.

PHYSICAL DEMANDS:
Sitting or standing for extended periods of time.
Hearing and speaking to exchange information and make presentations.
Seeing to read a variety of materials.
Dexterity of hands and fingers to operate a computer keyboard and a camera.

Approved by Personnel Commission: June 23, 2011;
Revised: 10/10/12; 6/13/18

Jonathan Muñoz
Director – HR/Classified Personnel Services

06/13/18
Date