

respond to records requests; work with legal counsel to assure responses are legally compliant; ensure responses are submitted within mandated timelines.

Prepare written reports, including Governing Board agenda items and updates, as assigned; research and respond to inquiries from a broad audience; maintain records related to assigned functions.

Attend Governing Board meetings and Cabinet to gather information and identify publicity goals; make presentations to Governing Board, management, staff, and various committees and community associations, as required.

Represent the District or Superintendent at meetings, including community and school events and activities, as assigned; coordinate and host visitors and dignitaries, and consult with and assist media personnel regarding special projects or programs.

Participate in on-going professional learning to stay current with emerging social media platforms, marketing trends and strategies.

Train and provide work direction to staff in areas of responsibility, as assigned.

Operate a variety of office equipment, including computer and assigned software; drive a vehicle to various sites to conduct work.

OTHER DUTIES:

Performs related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Principles and practices of public information programs and the operations of public media.
Legal mandates, policies, regulations and guidelines related to the distribution of news and public information.

Methods, techniques and procedures pertaining to the preparation of news releases, news copy, promotional brochures, human-interest stories, electronic medium m

Sitting, standing or walking for extended periods of time.
Bending at the waist, kneeling, stooping or crouching to file and retrieve materials.
Reaching overhead, above the shoulders and horizontally.
Regularly lifting, carrying and/or moving objects weighing up to 10 pounds and occasionally lifting, carrying and/or moving up to 25 pounds.

HAZARDS:

Potential contact with dissatisfied or verbally abusive individuals.
Exposure to hazards during emergency situations.

CLEARANCES:

Criminal Justice Fingerprint/Background
Tuberculosis
Pre-placement Physical and Drug/Alcohol Screen