



Irvine Unified School District

COORDINATOR II, PUBLIC INFORMATION OFFICER

DEFINITION

The Coordinator II, Public Information Officer (PIO) is responsible for management of IUSD's public information strategies, development and maintenance of community partnerships, and legislative advocacy activities. The PIO reports to the Superintendent, and is evaluated annually by the Superintendent.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Public Information

- Design and implement communication strategies that maximize community and stakeholder engagement.
- Manage an array of public and internal information activities utilizing multiple sources, including print, television, radio, and on-line media.
- Manage content of IUSD communication tools, including websites, press releases, photo opportunities, announcements to the community, Public Educational & Government (PEG) access Channel 39, social media, telephone messaging, etc.
- Plan, develop, and implement public relations strategies and activities.
- Organize events including press conferences, exhibitions, etc.
- Meet with various constituents, government and community groups to obtain and provide information.
- Manage public relations during significant events including potential crisis situations.

Community Relations and Partnerships

- Develop and maintain relationships with local media; liaising with media, other organizations, etc.
- Establish and maintain strong partnerships and represent IUSD with community and school groups.
- Work with Superintendent and Cabinet in the development and coordination of IUSD's marketing and community outreach plan.
- Represent the Board of Education and the Superintendent at various district and community events.
- Represent IUSD to community organizations.
- Facilitate parent and community involvement in schools in ways that positively impact student learning.
- Plan and manage district-sponsored community events.
- Coordinate IUSD legislative advocacy activities.

Other

- Attend IUSD Board Meetings and such other meetings as directed by the Superintendent
- Carry out all other duties as assigned by the Superintendent.

QUALIFICATION REQUIREMENTS

To perform this job satisfactorily, 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 essential functions.

QUALIFICATIONS GUIDE

Proficient knowledge of:

- Public and community relations.

- Leadership and crisis management.
- Written and verbal communication.
- Presentation skills.
- Word, Excel, PowerPoint and use of on-line resources.
- Public school systems and structures, preferable.

Training/Experience:

- Bachelor's Degree or higher, or any combination of professional training or experience equivalent in field directly related to position requirements.
- At least five years of experience working in community relations, public information or corporate relations preferred.
- Excellent professional references.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions. While performing the duties of this job, the employee is regularly required to sit and talk or hear. The employee is occasionally required to walk. While performing the duties of this job, the employee is regularly required to use hands to handle, or feel objects, tools, or controls. The employee is frequently required to reach with hands and arms.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. The employee works in a typical office environment. The employee will also visit district sites and facilities in the community. The noise level in the work environment is usually moderate.

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