



POSITION DESCRIPTION

POSITION TITLE	Public Information and Community Engagement Officer
SCHOOL/DEPARTMENT	Communications
SALARY	Administrator VI plus Supplement
FLSA STATUS	Exempt
REPORTS TO	Superintendent
SUPERVISES	1 Webmaster, 1 Director, 2 Receptionists, 1 Administrative Assistant
WORK WEEK SCHEDULE	Monday - Friday; Must be able to work evenings and some weekends
WORK HOURS	40 Minimum
NUMBER OF MONTHS PER YEAR	12

POSITION PURPOSE:

The Public Information and Community Engagement Officer, under the direction of the Superintendent, supports student success by directing and managing all district communications and public relations while ensuring that strategies are aligned with the district vision, mission, goals, and strategic plan. Functions of the Public Information and Community Engagement Officer include district level internal and external communications, media relations, public and community engagement events, consultation services for district administrators and department heads, and collaboration with other staff members to ensure communication needs for district wide initiatives are met. The Public Information and Community Engagement Officer serves as a liaison and counsel to the Superintendent, Cabinet, and School Administrators in regards to necessary and appropriate actions to ensure public understanding and support of the mission, vision, and goals of the school system. The Public Information and Community Engagement Officer serves as the media liaison regarding district-wide events and issues and serves as the spokesperson for the district as appropriate. The work of the Public Information and Community Engagement Officer is intended to promote district, school, and student success by building community support and confidence in the Orange

County School District. Additionally, the Public Information and Community Engagement Officer works collaboratively with the Superintendent and Cabinet to ensure all district policies are current and visible to employees and the public at large.

A. Education, Training and Experience:

- **Professional Preparation and Experience:**
 - A bachelor's degree from an accredited university in Education Administration, Journalism, Public or Business Administration, Public Relations, Marketing, or another related field.
 - Demonstrated successful experience in a public relations role such as journalism, marketing, communications, public relations, or another related field.
 - Demonstrated successful experience managing a team of employees setting and monitoring goals, objectives and plans of action to achieve goals.
- **Preferred Qualifications:**
 - Three (3) to five (5) years of progressively responsible experience in public personnel administration and/or management.
 - Strong background in computer technology, website design, marketing and publications.
 - Knowledge, experience, and advocacy for public education.
- **Certification and Licensure Requirements:**
 - Must possess a valid driver's license issued by the North Carolina Department of Motor Vehicles.

B. Abilities and Aptitudes:

- Understanding of and commitment to the role and social responsibility of public relations and communications for all educational institutions, organizations, and agencies in a democratic society.
- Commitment to improving educational opportunities for all.
- Commitment to professional performance and ethical behavior as described in the National School Public Relations Association's Ethics for Educational Public Relations.
- Comprehensive working knowledge of internal and external public relations and communications programs for an educational organization.
- Demonstrated success working collaboratively with community partners.
- Demonstrated ability to appropriately communicate with students, teachers, parents, members of the community and others including vendors, law enforcement and other county and state agencies.
- Demonstrated ability to exercise good judgment and work in an environment with constant interruptions while maintaining organization.
- Proven record of working well in a team-environment.
- Mastery of communications skills, including new media and social media.
- Understanding of the importance of two-way communication between district staff and its many publics and audiences, and the ability to carry it out.
- Thorough knowledge and understanding of communications theory and research.
- Demonstrated ability to provide expertise and advice to top management.
- Demonstrated ability to works well with others from diverse backgrounds while focusing on solving conflict; maintaining confidentiality; listening to others without interrupting; keeping

emotions under control; remaining open to others' ideas and contributing to building a positive team spirit.

- Demonstrated ability to problem solve, prioritize, and multi-task.
- Demonstrated ability to present information and material to small and large groups.
- Demonstrated ability to respond to common inquiries or complaints from students, parents, staff, regulatory agencies or members of the community.
- Demonstrated ability to write reports and correspondence.
- Demonstrated ability to identify, brainstorm, and research key issues in public schools and provide well-reasoned recommendations for best policy solutions with benefits and drawbacks.

C. Roles and Responsibilities:

- Counseling the superintendent and other administrators and staff in public relations strategies.
- Developing and maintaining core messaging about the district and our values, and ensure consistent branding and communication.
- Planning and managing major news announcements by preparing press releases, speeches, talking points, articles, social media posts, safety messages, and other materials for public consumption.
- Facilitate all advertising, promotions, publicity and public outreach activities as well as manage contracts for advertising, sponsorships and other promotional activities.
- Recommend innovative and promotional avenues of communication for various types of media and counsel top management on effective communication strategies.
- Developing strategies and procedures for working effectively with the media.
- Maintaining good working relationships with media organizations.
- Collaborating with leadership and staff to ensure a cohesive public image for the district.
- Working with various teams to organize and host public events and promotions.
- Speaking directly to the public or media to address questions and represent the district.
- Solicit feedback through formal and informal means on activities, products and purposes of the community relations program and the school district in general. Occasionally conduct public opinion research to assess program outcomes.
- Coordinate public information requests and tracking and delivery of public and district materials.
- Supervise and conduct personnel administration duties for direct report subordinates, including hiring, evaluating, assigning special duties, monitoring attendance and travel reports, and granting leave in accordance with OCS policies and regulations.
- Research topics in education affecting the U.S. school system or from comparable international educational systems
- Evaluating how education policies affect the public — students, parents, teachers, and society.
- Monitoring events, policy decisions, trends, and other issues with implications for the education landscape.
- Assisting with monitoring and responding to federal, state, and local policy activities related to public education.
- Design and analyze financial information (e.g. revenues, expenditures and cash management) to ensure all operations are within budget.
- Oversight of the Translation and Interpretation Office.
- Performs other related duties as assigned by the Superintendent.

D. Specific Program Roles and Responsibilities:

- **Policy Oversight:**
 - Serve as an internal consultant to the Superintendent, directors, coordinators and principals regarding federal and state policy decisions, trends, and implications.
 - Organize and oversee the policy committee to include review and changes of current policies as well as recommendations for new policies.
 - Keep policies updates on the county website.
- **School Community Relations (After-school Program Administration):**
 - Provide leadership in the development, implementation and evaluation of the system-wide afterschool program and ensure that the program meets district and NC Division of Child Development (NC-DCD) required standards.
 - Establish department goals that support the school community relations priorities and identifies methods to measure progress.
 - In consultation with the Finance Department, develop a budget and spending plan, recommend tuition rates, distribute budget information to appropriate staff and principals, provide leadership in budgetary matters.
 - Evaluate afterschool programs, submit recommendations for improvement to the Superintendent and/or district leadership, and over the implementation of approved program changes
- **Facility Use:**
 - Assure compliance with School Board policies regarding school facility use and utilization by all users.
 - Inform the Chief Operating Officer of the status and progress of ongoing and special tasks and alert the COO and others as needed regarding potential or unforeseen complications pertaining to current policy implementations or related goals and procedures.
 - Follow and update all regulations and notices related to community or shared use and ensure schools and the community are aware of any updates and revisions.
 - Develop a Facility Use procedures manual and an electronic method for submitting applications and usage fees.
 - Collect and analyze relevant data regarding building utilization and revenues generated in order to anticipate any changes in the future; develop for review and annual assessment fee schedules for community use of facilities.
 - Assist with planning and conducting necessary meetings related to the utilization of district facilities and properties using the community use or shared use concept.
 - Review the building use application process and submitted applications to ensure schools are following proper procedures.
 - Provide facility use guidance to office staff, school employees, community and government agencies and businesses as required.
 - Provide guidance to school personnel regarding effective means of communication regarding issues related to community or shared use of facilities.
 - Provide information to other departments, offices and the public in a timely manner and respond to various issues involving the use of district resources by district related organizations or groups, community groups, commercial organizations and government agencies.
- **Web Design:**
 - Coordinate the activities of the Web Design team, including but not limited to the district's electronic communications and footprint.

- **Switchboard at the Central Office:**
 - Supervise the receptionists for the district’s primary switchboard, including coordination of coverage and scheduling for absences or changes in coverage.

WORKING CONDITIONS	
PHYSICAL DEMANDS	Work is considered light physical work requiring the exertion of up to 20 pounds of force.
WORK ENVIRONMENT	Employees in this position are required to work in indoor and outdoor environments, and come into direct contact with OCS staff, students and the public.
ACKNOWLEDGEMENTS	
The following signatures acknowledge that the supervisor has verified the accuracy of the position description, has discussed position requirements with the employee, and has advised the employee of work performance expectations	
<i>Reviewed by: Employee's Signature</i>	<i>Date</i>
<i>Approval by: Supervisor's Signature</i>	<i>Date</i>
The completed and signed position description shall be maintained at the employee’s work location, shall be reviewed with the employee by his or her immediate supervisor, should be revised as required, and shall serve as the basis for all required evaluations.	

DISCLAIMER: *The above statements are intended to describe the general purpose and responsibilities assigned to this position. They are not intended to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and skills that may be required of the employees assigned to this position. This description may be revised by the supervisor, with HR review and approval, any time.*