



# **RIALTO UNIFIED SCHOOL DISTRICT CLASSIFIED MANAGEMENT**

## **AGENT: COMMUNICATIONS AND MEDIA SERVICES**

### **DEFINITION:**

Under the direction of an assigned Administrator or Supervisor, plan, organize, develop and implement a comprehensive public and staff information program; prepare and disseminate information and publicity pertaining to the various District events, functions and activities; establish and maintain cooperative relationships with news media and community groups; assist in the design, layout and editing of news releases and promotional materials; perform other job-related duties as assigned and/or as required.

### **ESSENTIAL DUTIES:**

- Plan and manage public and staff relations programs.
- Plan, organize and coordinate the flow of public information to the staff and community pertaining to District events and activities.
- Communicate with the Board of Education and attend Board meetings.
- Prepare and edit news releases, publications, speeches and promotional materials in compliance with policies, regulations and guidelines concerning public information.
- Confer with District and site personnel regarding newsworthy items and other matters related to the publicizing of service events, student activities, recreation activities, shows and exhibits.
- Establish and maintain a close working relationship with newspaper, radio, and television news media groups.
- Serve as the District photographer.
- Perform a variety of photographic and videotaping functions at Board meetings, student activities, events and provide the news media groups with photographs and films.
- Prepare, copy and place advertising with the local news media.
- Establish and maintain public information and advance news data files and records for use in the development of news releases and feature stories.
- Participate in a variety of special projects involving staff and community relations and communications.
- Attend school functions to interview staff, students and parents regarding events and issues.
- Review, analyze and evaluate the District's public information program and prepare recommendations pertaining to program enhancement and improvement.
- Work closely with the Superintendent in solving public relations problems, issues and concerns.
- Research and prepare special reports and projects as assigned.
- Conduct staff development programs in the area of public information and communication.
- Participate in the Superintendent's Cabinet.
- Perform other job-related duties as assigned and/or as required.

### **KNOWLEDGE AND ABILITIES:**

#### **KNOWLEDGE OF:**

- Principles, methods, procedures and strategies concerning a public information and communication relations program.

- Legal mandates, policies, regulations and guidelines pertaining to the distribution of news and public information related to a public agency.
- Methods, techniques and procedures pertaining to the preparation of news releases, news copy, promotional brochures and other informational materials.
- Photographic and video-taping principles and techniques.
- Use of the World Wide Web and Internet; news media and other information disseminating resources.
- Appropriate English usage, grammar, punctuation, spelling, editing and proofreading techniques.

**ABILITY TO:**

- Effectively and efficiently plan, organize and coordinate a public information and community relations program.
- Operate necessary word processing and desktop publishing programs as well as related equipment.
- Skillfully organize, design, lay out and edit public information and promotional materials.
- Seek out and cultivate news and informational resources.
- Communicate effectively in oral and written form utilizing a journalistic and technical writing style.
- Understand and carry out oral and written instructions with minimal supervision and direction.
- Establish and maintain cooperative working relationships with the public and the staff.

**EDUCATION AND EXPERIENCE:**

**EDUCATION:**

Verification of a High School diploma, a GED certificate, or a higher degree. Supplemental training or course work in English, journalism, or closely related subjects.

**EXPERIENCE:**

Three years of experience in conducting a comprehensive public information program, or writing and reporting for newspapers, magazines, radio, television or similar organizations.

Recent job-related experience within last five years is required.

**LICENSES, CERTIFICATIONS AND OTHER REQUIREMENTS:**

- Verification of a valid California Motor Vehicle Operator's license.
- Insurability by the District's liability insurance carrier may be required.

**PREFERRED QUALIFICATIONS:**

An Associate of Arts degree is preferred, but not required.

**WORKING CONDITIONS:**

**ENVIRONMENT:**

Indoor, office work environment.

**PHYSICAL ELEMENTS:**

The physical requirements indicated below are examples of the physical aspects that the position classification must perform in carrying out essential job functions.

- Will frequently exert 10 to 20 pounds to lift, carry, push, pull, or otherwise move objects.
- Will sit for extended periods of time; but will involve walking or standing for extended periods.
- Must possess the ability to hear and perceive the nature of sound.
- Must possess visual acuity and depth perception.
- Must be capable of providing oral information, both in person and over the telephone.
- Must possess the manual dexterity to operate microcomputers and business-related equipment and to handle and work with various objects and materials.

Reasonable accommodation may be made to enable a person with a disability to perform the essential functions of the job.

POTENTIAL HAZARDS:

N/A

**Revision Date: 7/1/2018**