

Public Information Officer and Community Outreach

Purpose

The job of Public Information Officer and Community Outreach is done for the purpose/s of providing the highest level of parent and community engagement throughout the county office of education and in the life of the schools; to promote regular, effective, and multiple venues of two-way communication between the county office of education and schools and their community constituents; to develop a digital presence for the district and schools to enhance communication, information, and polling of parents and community; to share the positive news of school and student success with the community through a variety of media; to provide parent and community educational programs on relevant topics that ensure student success, parent engagement, and healthy families in support of student learning; and to serve as a spokesperson and ambassador for the district and its schools.

This job reports to Superintendent.

Essential Functions

Assist with the coordination of policies and procedures designed to promote and maintain effective relationships and understanding between the county office of education, parents, and community.

Promote high levels of customer service throughout the county office of education. Assist school and county office leadership with maintaining high standards for customer service. Provide training and support for school and county office personnel.

Communicate and interact skillfully and effectively with news media to provide regular and relevant information about the county office of education, its schools, and the school districts within Yolo County, the region, and the state.

Communicate with the Superintendent, administrators, and county office personnel on effective communication practices, including contact with the media and community; respond to inquiries and provide information and advice; provide training to District employees in dealing effectively with the media.

Serve as spokesperson for the county office of education; establish and maintain positive working relationships with the media; maintain media contact list; assist the press with developing stories; organize media site visits.

Plan, organize and implement long and short-term programs and activities designed to enhance communication programs and services; develop and maintain quality standards for county office of education publications.

Develop and maintain county office education web page and social media presence with timely and engaging news, information, images, and video feeds. Effectively and regularly utilize the web and social media to provide a positive, comprehensive, and current web and digital presence for the district and its schools.

Provide technical support to school sites in the creation of a welcoming school environment component, such as developing an outreach strategy to inform families, businesses and the community about school and family involvement opportunities, policies and programs.

Identify specific parent engagement practices and programs to increase the level and frequency of parents' engagement.

Assist school sites with the development and enhancement of parent organizations, school site councils, and other standing organizations in support of school and students.

Liaison to organizations seeking to support schools and students, including educational foundations and service organizations.

Design and deliver training for school, parents and community members on the effective parent engagement and student support strategies.

Serve as the program coordinator (e.g. Tobacco Use and Prevention Education (TUPE), etc.), including monitoring of grant submission and reporting timelines, delivery of curriculum, and coordination of district supports in conjunction with partner LEAs.

Present to parent and community groups on engagement practices and other topics.

Coordinate and develop regional and community partnerships to support parent engagement and vital educational initiatives.

Oversee marketing and outreach programs; design and utilize media to introduce parents to the county office of education and enhance school/community relations.

Work to support the development, implementation and maintenance of grant applications related to parent engagement or community involvement.

Work collaboratively with other departments to participate in community events and activities.

Serve as an ombudsperson, at the discretion of the Superintendent, an advocate for fairness who aids in answering an individual's questions and assist in the resolution of concerns and critical situations.

Foster a culture supporting equity and social justice within school communities.

Keep abreast of innovation trends in curriculum and instructional delivery, student success, educational research, school improvement, and parent involvement.

Direct the preparation and maintenance of a variety of narrative and statistical reports, records, correspondence, and files related to assigned services, activities, and operations.

Meet with parent and community organizations to discuss programs for at-risk students, including categorical programs.

Participate in the preparation of the annual department budget; analyze and review budget and financial data; monitor and authorize expenditures in accordance with established guidelines; coordinate, schedule and oversee budget for parent education classes and workshops.

Attend district, community, and collaborative partner meetings to promote the effective involvement and inclusion of parents in decision-making processes.

Communicate and collaborate with other administrators, district personnel, and outside organizations to coordinate activities and programs, and exchange information, model district standards of ethics and professionalism.

Conduct professional learning (e.g. Health Education Framework (HEF), etc.) and provide follow-up technical assistance for educators.

Other Functions

Performs other related duties as assigned for the purpose of ensuring the efficient and effective functioning of the work unit.

Job Requirements: Minimum Qualifications

Skills, Knowledge and Abilities

SKILLS are required to perform multiple, technical tasks with a need to periodically upgrade skills in order to meet changing job conditions. Specific skill-based competencies required to satisfactorily perform the functions of the job include operating standard office equipment including using pertinent software applications; performing standard bookkeeping; planning and managing projects; and preparing and maintaining accurate records.

KNOWLEDGE of rules and regulations related to parent engagement programs; the county office of education's strategic plan, vision, mission, cultural norms, and county office of education priorities; current and effective practices in parent engagement, home visiting, and other programs; culture, life styles, education, and social needs of ethnically

and linguistically diverse parents, including those affected by generational poverty; budget preparation and control; current applicable laws, codes, regulations, policies, and procedures; school district organization, operations, policies, and objectives.

ABILITY to communicate effectively and skillfully orally, in writing, through presentations, and through social and internet media venues (digitally); interact and communicate effectively and skillfully with the news media; plan and conduct meetings; effectively teach others, and to plan and deliver engaging instruction; use, model, and teach tact, patience, and courtesy; work with parents, students, district administrators, community partners, and others in developing effective programs; develop human and fiscal resources in support of the work; read, interpret, apply, and explain rules, regulations, policies, and procedures; analyze situations accurately, and adopt an effective course of action; prepare comprehensive narrative, statistical, and fiscal/budget reports; operate computer/technology devices and related software; use web development software and social media venues for communication; work independently with little direction and meet schedules and timelines; supervise, train, mentor, evaluate and direct the performance of assigned staff; establish professional credibility; provide safe and orderly working environment; follow through with directives.

Responsibility

Responsibilities include working under limited supervision using standardized practices and/or methods; directing other persons within a small work unit; directing the use of budgeted funds within a work unit. Utilization of resources from other work units may be required to perform the job's functions. There is a continual opportunity to impact the organization's services.

Work Environment

The usual and customary methods of performing the job's functions require the following physical demands: some lifting, carrying, pushing, and/or pulling, some stooping, kneeling, crouching, and/or crawling and significant fine finger dexterity. Generally, the job requires 70% sitting, 15% walking, and 15% standing. This job is performed in a generally clean and healthy environment.

Experience: Job related experience with increasing levels of responsibility is required.

Education: Bachelor's degree with major course work in education administration or communications or journalism or related field and three years of increasingly responsible experience. Master's degree is desired.

Equivalency: Bachelor's degree in job-related area or industry related certification with job related experience.

Required Testing:

Certificates and Licenses

Valid Driver's License & Evidence of Insurability

Continuing Educ. / Training:

Maintains Certificates and/or Licenses

Clearances

Criminal Justice Fingerprint/Background Clearance
Tuberculosis Clearance

FLSA Status

Exempt

Approval Date

11/9/2020

Salary Grade

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