



Classification Summary

Produce professional publications, develop ongoing relationships with news media and respond to public inquiries to promote a positive district image.

Supervisory Relationships

Reports to the Special Assistant for Community Relations. Provides technical oversight to student interns or temporary employees as assigned.

Distinguishing Characteristics

Distinguished by the requirement for knowledge of journalism and/or community relations skills.

Examples of Duties

1. Produce professional publications, newsletters, handbooks, and guides for district staff, patrons and students using desktop publishing system. Plan contents with supervisor and office staff; research, write and/or assign stories; edit copy; take and develop photographs; design page layouts; perform or oversee paste-up of pages; obtain printing bids; arrange for printing; assist in distribution of completed publications.
2. Maintain ongoing relationships with print and electronic media to provide facts and information about the district as requested. Update and release tip sheets of possible district story ideas.
3. Write press releases, public service announcements and other informational material as assigned.
4. Provide information to the public, parents, students and staff as requested via telephone, letter or in person.
5. Assist users of the department's computers; instruct in its use and solve interface problems between computer platforms.
6. Assist editors of school newsletters in improving content and quality through annual fall workshops and ongoing tutoring and critiquing, as requested.
7. Produce materials requested by other departments, such as letterheads, forms, certificates, bulletins, etc. as workload constraints allow.
8. May recruit and oversee the work of student interns.
9. May act as liaison between department, community school coordinators and administration.
10. Performs related work as required.

Required Knowledge, Skills and Abilities

1. Expertise in journalism skills such as interviewing, writing, photography, publication layout and design. Proficiency in production skills such as lay-out, cropping, application of design aids, and color work.
2. Proficiency in use of black-and-white photographic developing equipment and chemicals, or digital photography.
3. Expertise in use of desktop publishing system and ability to instruct others in its use.
4. Knowledge of and ability to apply principles of public relations, marketing, communications research, advertising and interpersonal relations.
5. Ability to develop and maintain ongoing relationships with professional and community resources.
6. Ability to prioritize and perform multiple tasks to meet production deadlines in producing professional publications.
7. Ability to represent the district in a professional, favorable manner.

Minimum Qualifications for Class Entry

1. Bachelor of Arts degree in journalism or related field.
2. Three years of experience in journalism or community relations.

Work Environment

Work is performed in an office setting. Incumbents may operate under stress of publication deadlines, or be exposed to hazardous chemicals in photo developing or eye strain from computer screens. May be required to attend evening meetings.