**Approved: April 26, 2023**

**BELLEVUE INDEPENDENT SCHOOLS**

**JOB DESCRIPTION**

**Position Title: Public Information Officer/Community Engagement Coordinator**

**Qualifications: Degree in communications, public relations, or marketing preferred**

**Reports to: Superintendent**

**Hours/Days: 8/215**

Job Summary: This position supports the vision and mission by ensuring all public information is aligned with the district’s goals. This primary responsibility is the development and distribution of accurate and timely communication that encourages community involvement in the district’s efforts to meet the needs of all students.

Responsibilities:

1. Oversee and edit the writing and production of communication materials.
2. Oversee and maintain the district’s website.
3. Develop weekly communication to families from schools and the district across a variety of platforms.
4. Maintain district social media platforms.
5. Ensure consistent branding and messaging.
6. Be proactive in searching for good news items to share and promote.
7. Be the liaison for community organizations in collaboration with school initiatives.
8. Establish and maintain two-way communication systems among schools, offices, departments and the district.
9. Establish and maintain cooperative and working relationships with news media and the public at large.
10. Contact media representatives to initiate articles and news releases about District programs; communicate with media representatives about sensitive or controversial information; create press kits and other media information.
11. Initiate contact and disseminate information to families new to the district.
12. Seek out and recommend innovative and promotional avenues of communication for various types of media.
13. Solicit feedback through formal and informal means on activities, products, and systems of the school district. Conduct public opinion research to assess district outcomes.
14. Attend evening events as assigned by the superintendent.
15. Accompany district personnel to out-of-district events as assigned by the superintendent.
16. Provide monthly reports to the school board.
17. Serve as a member of the district emergency management team.
18. Demonstrates regular attendance and punctuality
19. Adheres to the appropriate code of ethics.
20. Performs other duties consistent with the position assigned as may be requested by the Superintendent.

**KNOWLEDGE OF**:

* Principles and techniques of preparing, producing, and disseminating public information.
* Principles and techniques of establishing and maintaining positive public and community relations.
* Channels of news distribution
* Methods and techniques of preparing and printing information publications.
* Basic communication law
* Oral and written communication skills and correct English usage, grammar, spelling, punctuation, and vocabulary.
* Interpersonal skills using tact, patience, and courtesy.
* Modern office practices, procedures and equipment and operation of a computer terminal.
* District organization, operations, policies, and objectives.

**ABILITY TO**:

* Understand and follow oral and written directions.
* Establish and maintain cooperative and effective working relationships with others.
* Meet schedules and time lines.
* Work confidentially with discretion.
* Communicate effectively both orally and in writing.
* Operate standard office equipment including a computer terminal as required.
* Assure compliance with applicable District policies, procedures and governmental regulations.
* Analyze situations accurately and adopt an effective course of action.
* Work independently with little direction.