

Jurisdiction: Ithaca City School District

Jurisdictional Class: Competitive

Adopted: 04/06/22

PUBLIC INFORMATION SPECIALIST

DISTINGUISHING FEATURES OF THE CLASS: The Public Information Specialist is a professional position that provides exceptional support to the Superintendent of Schools, Executive Team, and Board of Education through the development and implementation of a strategic marketing and communications plan. The work involves responsibility for preparing, producing, and disseminating messaging and information, through a variety of mediums, about the Ithaca City School District community, its activities, services, programs, and news to the media and public. The Public Information Specialist is expected to carry out the vision and directives of the Superintendent of Schools and Board of Education with considerable independence and exceptional professional judgment. The work is performed under the general supervision of the Superintendent of Schools with considerable leeway allowed for the exercise of independent professional judgment. Supervision is exercised over the work of district staff engaged in public information activities. Does related work as required.

TYPICAL WORK ACTIVITIES:

Leads the development and updating of content on the ICSD website, including writing, editing, information architecture, production management and multimedia recommendations in conjunction with content managers throughout the district;

Creates and manages multimedia information and produces various electronic publications;

Creates and leads the development of new/social media and online engagement for public outreach;

Prepares school district news releases, public service announcements, etc., and serves as liaison with local media representatives;

Develops and implements the District's Marketing and Communications Plan;

Manages special projects for the Superintendent, Executive Team, and Board of Education, particularly those related to internal/external communications, the district website, and graphic design;

Communicates the district's initiatives and strategies for increasing student achievement and promotes the district as a whole;

Communicates effectively with board members, administrators, teachers, students, parents, community members, and business partners;

Supervises, trains and evaluates subordinate staff;

Represents the Superintendent of Schools and Board of Education as an official of the district;

Assists the Superintendent of Schools and Board of Education with special studies, projects, investigations and correspondence.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES, PERSONAL CHARACTERISTICS:

Good knowledge of the principles and practices of preparing, producing and disseminating information to the media and the public; good knowledge of the methods and technologies used to produce, publish and distribute printed, electronic and audiovisual informational material; good knowledge of, and strong commitment to, the mission, vision, goals, values and philosophies of the Ithaca City School District and its leadership; strong organizational, interpersonal, written and verbal communication skills; strong creative writing skills; strong computer skills, including word processing, presentation, publishing, photo management, website and social media software and platforms; strong problem solving skills; ability to write clearly and concisely; ability to edit and proofread written or electronic material; ability to present highly complex and technical information in a clear and meaningful way to a wide variety of audiences; ability to read, understand and interpret complex written and statistical information; ability to supervise the work of subordinate staff; ability to establish

Full Performance Knowledges, Skills, Abilities, Personal Characteristics – continued:

and maintain effective working relationships with others; ability to interact effectively with students and their families who represent cultures that are diverse in terms of race, class, ethnicity, sexual orientation, and other characteristics in order to build an effective and collaborative school community; professionalism; accuracy and attention to detail; tact; courtesy; physical condition commensurate with the demands of the position.

MINIMUM QUALIFICATIONS:

Graduation from a NYS registered or regionally accredited college or university with a Bachelor's Degree in Communications, Marketing, Journalism, Public Relations, Media Arts, Public or Business Administration, Writing or a closely related field with similar course curriculum, and one (1) year of full-time paid experience, or its part-time or volunteer equivalent, in marketing, communications, public relations, public information, journalism, advertising or community relations, in a capacity which included writing as a primary job duty.