

EAST RUTHERFORD BOARD OF EDUCATION

Job Description

TITLE: PUBLIC INFORMATION OFFICER

QUALIFICATIONS:

1. Degree in communication, journalism, education or educational administration
2. Minimum experience as determined by the board
3. Demonstrated knowledge of public relations and communication programs for an educational organization
4. Strong communication and interpersonal skills
5. Required criminal history background check and proof of U.S. citizenship or legal resident alien status
6. Proof of current or pending residency in New Jersey

REPORTS TO: Superintendent

SUPERVISES: The district's public information program

JOB GOAL: To develop and maintain a climate of open communications between the school district and the community-at-large and to promote strategies to provide information about the schools and evaluate public opinion regarding them.

PERFORMANCE RESPONSIBILITIES:

7. Serves as information liaison within the school system and with the news media and school/community organizations.
8. Supervises and coordinates the preparation and distribution of all school district publications and news releases.
9. Assists the superintendent in interpreting public opinion about education issues and the school system and in developing policies that promote good public relations.
10. Plans and supervises the periodic polling of public opinion regarding the district's schools and/or current issues in education.
11. Maintains a current list of residents and community groups with interests in educational affairs.

Meetings

12. Arranges for press conferences as required and prepares press kits for distribution to reporters covering board meetings.
13. Develops and maintains a speakers' bureau and a listing of volunteer resource specialists to serve community organizations.

Planning and Goal Setting

1. Is responsible for the development and implementation of a plan for internal and external communication to keep all stakeholders informed of district policies, programs, and special events. Participates in review of communications with parents, staff, other agencies, and the community that are required by law or administrative code to ensure compliance.

PUBLIC INFORMATION OFFICER (continued)

2. Sets objectives for the district's public information program and periodically updates those objectives.
1. Stays current with communications, policies and procedures at other schools and districts, in order to be familiar with new technologies and with alternative ways of effectively communicating with students, parents and the public.

Other

1. Performs other related duties as may be assigned.

TERMS OF EMPLOYMENT:

Salary and work year to be determined by the board.

ANNUAL EVALUATION:

Performance of this job will be evaluated annually in accordance with NJ State law and the provisions of the board's policy on evaluations.

Approved by: Board of Education

Date: March 26, 2015

LEGAL REFERENCES:

N.J.S.A. 18A:6-7.1

Criminal history record

N.J.S.A. 18A:7A-11

Annual report of local school district; contents; annual report of commissioner; report of improvement of basic skills

N.J.S.A. 18A:16-1

Officers and employees

N.J.S.A. 18:16-2

Physical examinations; requirement

N.J.A.C. 6A:30

Evaluation of the performance of school districts

N.J.A.C. 6A:32-6

School employee physical examinations

N.J.A.C. 6A:32-14

State and federally mandated programs and services

Immigration Reform and Control Act of 1986 8 U.S.C.A. 1100 et seq.

Manual for the Evaluation of Local School Districts

No Child Left Behind Act of 2001, P. L. 107-110, 20 U.S.C.A. 6301 et seq.

