

# Hernando County School Board Florida

FLSA: Exempt, Non-Union

## **PUBLIC INFORMATION OFFICER/DIRECTOR OF COMMUNICATIONS**

### **Required Qualifications:**

- Bachelor's Degree in Communications, Journalism or a related field from an accredited institution
- Three (3) years experience in public relations, journalism or a related field
- Demonstrated ability to work with diverse groups, and to effectively communicate, orally and in writing
- Demonstrated ability to develop effective communication strategies for both internal and external audiences
- Experience in managing or overseeing the creation of marketing or informal publications intended for a variety of stakeholder groups
- Experience using industry-standard layout, photo/graphic design, web design, and video production software to create professional publications

### **Desired Qualifications:**

- Master's Degree in Communications, Journalism or a related field from an accredited institution
- Three (3) years supervisory experience
- Experience in developing positive media relationships

### **Performance Responsibilities:**

- Develop, implement, evaluate and revise, as necessary, a comprehensive District communications/public relations/marketing plan that supports the District's vision, mission, guiding principles, strategic focus areas and objectives as defined by the strategic plan
- Supervise assigned staff to facilitate timely completion of high-quality, user-friendly, and informative print, online and video publications/productions that support the District's vision, mission, guiding principles, strategic focus areas and objectives as defined by the strategic plan
- Work closely with the Director of Safe Schools to develop crisis communications plan and update as needed
- Provide timely notifications of school safety matters or topics of concern related to HCSD families, school board and executive staff
- Implement and monitor all district communication platforms to ensure stakeholders receive a timely and accurate response
- Supervise assigned staff to monitor and analyze social media activity ensuring that content is timely, accurate and supports the school district's strategic objectives
- Direct the District's Emergency Communications Team
- Assist executive leadership in developing presentations and other important District messages
- Develop, implement and adhere to the communications budget
- Serve as the District's official media spokesperson and prepare accurate, timely responses to all public records requests, in accordance with the Freedom of Information Act and F.S.S. 119.011, and all requests for information submitted by local media agencies

- Facilitate interviews with District and school staff
- Produce and disseminate high-quality print/video news releases, media kits, public service announcements, fact sheets, brochures, etc. to support and promote District and targeted school-level activities and events
- Prepare District presentations and reports, as requested by the Superintendent of Schools
- Develop, implement, evaluate and revise, as necessary, a comprehensive government relations program that includes development of an annual legislative platform, lobbying activities, and dissemination of timely legislative updates to school and community stakeholders
- Develop and maintain guidelines for all forms of communications, including electronic and traditional print, to ensure unified standards and quality of correspondence.
- Serve as the District's liaison with school and community organizations
- Collaborate with government offices/agencies, local for-profit and non-profit organizations to promote Hernando County schools, to maintain open lines of communication, and to facilitate sharing of resources and responsibility for increasing student achievement
- Collaborate with the webmaster to ensure that the District websites' content is accurate, relevant, up-to-date and ADA compliant
- Develop and maintain an online clearinghouse for commonly requested data/information
- Keep the Assistant Superintendent of Business Services and Operations and Superintendent of Schools abreast of all ongoing situations, programs, changes and practices in the areas of assigned responsibility
- Represent the district or Superintendent at community events [asif](#) requested
- Sustain focus and attention to detail
- Perform other duties as assigned by the Assistant Superintendent of Business Services and Operations and/or designee

### **Physical Demands:**

Exerting up to 50 pounds of force occasionally and/or up to 20 pounds of force frequently, and/or up to 10 pounds of force regularly or as needed to move objects

### **Reports to:**

Reports directly to the Assistant Superintendent of Business Services and Operations and/or designee

### **Evaluation:**

Annual evaluation done by the Assistant Superintendent of Business Services and Operations and/or designee

### **Terms of Employment:**

12-month employment

### **Salary:**

Salary based upon approved salary schedule – Administrative

~~Public Information Officer~~  
 Director of  
 Communication

**Job Code:**

77220

Board Approved: 06/10/14

Revised:06/25/19

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Director of  
Communications