

JEFFERSON COUNTY SCHOOLS
Job Description

POSITION:	Public Information Officer
IMMEDIATE SUPERVISOR:	Superintendent
FLSA STATUS:	Exempt
EMPLOYMENT TERM:	Minimum 261 days annually, pursuant to WV Code §18-5-45; extended employment terms may be established by JCBOE
SALARY:	Pursuant to WV Code §18A-4-2, in accordance with Jefferson County Teacher Salary Schedule, commensurate with experience and education level
EVALUATION:	Performance in this position will be evaluated by the Superintendent and in accordance with WV State Code §18A-2-12, WV State Board Policy 5310, and JCBOE Evaluation Policy

JOB SUMMARY: The Public Information Officer is responsible for Jefferson County School's internal and external communications and public relations programs. This position develops and maintains a cohesive communication system that conveys a consistent message in support of the JCS mission, strategic goals, and objectives. Serves as strategic advisor to senior leaders with respect to communications and public affairs initiatives. Keeps the community and parents informed of JCS actions and solicits public feedback on performance. In addition this position is responsible for the content and maintenance of the Jefferson County Schools website, Jefferson County Schools app, Jefferson County Schools television station including all presentations and recordings (seasonal concerts, awards assemblies, graduations, convocation, etc) as well as recording and posting of all Jefferson County Schools Board of Education meetings to facilitate communication.

JCS COMMUNICATION AND PR RESPONSIBILITIES

- Initiates and oversees the establishment of integrated strategies, plans, and programs designed to ensure that all communication and public relations efforts are cohesive, consistent, and effective in supporting the mission and advancement goals of JCS.
- Plans, develops, directs, and coordinates comprehensive communication programs, to include media, public affairs and publications, in close collaboration with other institutional communications and/or public relations activities. (ie: press releases, public forums, etc)
- Provides direct and proactive advice, consultation, and assistance to senior leaders, as well as the University community, regarding public information matters, to include providing direct assistance in researching, providing information and developing messages.
- Serves as the designated spokesperson for the organization and its affiliates, if applicable.
- Coordinates surveys, evaluations and assessments of external communications activities in order to determine the effectiveness of the JCSs communications plans.
- Assures quality and appropriateness of institutional communication programs and initiatives, whether internally or externally produced.
- Coordinates and conducts public events at the direction of the Superintendent to support public knowledge of JCS initiatives/accomplishments.

- Recommends and participates in the development of JCS policies and procedures; may serve on JCS planning and policy-making committees.
- Establishes and implements short- and long-range organizational goals, objectives, strategic plans, policies, and operating procedures; monitors and evaluates programmatic and operational effectiveness, and effects changes required for improvement.
- May supervise personnel which typically includes recommendations for hiring, firing, performance evaluation, training, work allocation, and problem resolution.
- May develop and manage annual operating budget and provides fiscal direction

JCS WEBSITE PERFORMANCE RESPONSIBILITIES:

- Create, design, or perform modifications to all web sections and pages, as requested by the JCS administration.
Examples: Surveys, Forms, Specialty Pages
- Maintain up-to-date district homepage content with news, announcements, and pertinent information as presented to the web administrator by Central Office staff, other school personnel, or school system designee.
- Maintain and update County Level or Central Office Departmental web pages per request with content provided by respective staff members.
- Create, design, and perform modification to the JCS phone app as requested by JCS administration
- Address and assist all employees and users with login issues.
- Address and assist any section or page administrator with content editing issues.
- Update staff directories with information provided by JCS WVEIS administrator for all locations (schools/central office).
- Update and populate county level calendars with provided information, dates, and/or events.
- Provide available reports and web data per administrative request.
- Amend, alter, or delete any web content from boe.jeff.12.wv.us, as requested by school system administrator.
- On Call 24/7 for Emergency Closings and TV Announcements (including cooperation with Jefferson County EOC)

JCS TELEVISION AND VIDEO PERFORMANCE RESPONSIBILITIES:

- Daily screen updates to JCS Television (Comcast Cable Channel 18)
- Recording of the following Board of Education Meetings:
 - Regular Board of Education Meetings - (Televis regular meetings only, unless otherwise directed)
 - Other Public/Budget Meetings, as requested by JCS Administration
 - Posting of regular meeting video on the jcsvideoserv (YouTube) website for on demand viewing
 - Posting and scheduling of regular meeting video on JCS Television - Cable Channel 18
 - Weekly air times on Channel 18 are: Wednesday (10:00 p.m.), immediately after the meeting, Friday (8:00 p.m.), Saturday (3:00 p.m.), and Sunday (8:00 a.m.)
- Recording of winter and spring school concerts, high school awards ceremonies, high school graduations, and TASC Graduation
- Posting of all above listed programs (except high school dance, due to copyright protection of music) video on the jcsvideoserv (YouTube) Channel for on demand viewing
- Posting of a concert menu web page on jcsvideoserv.net
- Scheduling and airing of all above listed programs, including high school dance, on JCS Television - Cable Channel 18
- Live streaming of high school awards and graduation ceremonies via LiveStream
- Posting of LiveStream link for on demand viewing

- On Call 24/7 for Emergency Closings and TV/Web Announcements (including cooperation with Jefferson County EOC during severe weather emergencies)
- Scheduled and Emergency Maintenance of JCS Television Equipment
- Scheduled annual upgrades, and equipment replacement via a budget set forth and provided by Jefferson County Schools. Budget amount to be determined, annually, by Jefferson County Schools.

BUILDING ACCESS FOR PERFORMANCE PERTAINING TO VIDEO PRODUCTION:

- Completion of above duties dependent upon access to the following equipment and facilities:

ACCESS TO BUILDINGS:

- Central Office head end cable facility
- Washington High School television studio, and auditorium proper
- Jefferson High School auditorium control room
- All schools where concerts or recorded programs take place

ACCESS TO EQUIPMENT:

- All television production equipment/devices at the JCS Central Office, including: Head-end unit, player/switcher, bulletin-board, master computer, scheduling computer, data storage for cable broadcast, video production desk, and video/multi-media equipment housed in the BOE meeting room

- In cooperation with video production instructor, access to television production equipment at Washington High School for recording of events requiring multiple cameras.

NOTE: All inventory at the WHS television studio is for the exclusive use of the Jefferson County Board of Education (JCS Television), WHS Television Staff, and efforts to increase positive public relations and awareness, unless otherwise requested by the Superintendent or the Jefferson County Board of Education.

COMMUNICATION OF DATA:

- JCS Television announcements and information for publication shall be forwarded exclusively by either the Superintendent of Schools, or designee.
- Out-of-the-ordinary and emergency announcements must be approved by a designated school system safety/public relations spokesperson.

OTHER DUTIES AS ASSIGNED HAVE INCLUDED:

- Special video projects, as requested by the Superintendent of Schools
- Special video projects, as requested by the Department of Curriculum and Instruction
- Spearhead or assist in Jefferson County Fair Booth creation and setup
- Technical setup for Convocation (Sound/Media Projection/Video Recording)
- Posting of Convocation on jcsvideoserv YouTube Channel with link from JCS website

QUALIFICATIONS:

- Bachelor Degree, required: with Internet WebMaster Certification, or equivalent, or willing to obtain within 1 year as condition of continued employment required
- Bachelor Degree in Electronic Media or Technical/Broadcast Journalism preferred
- Bachelor Degree in Education with Associates in Digital Media Specialist or Digital Cinema/Digital Photography preferred

Criminal background check conducted pursuant to WV Code §18-5-15c and/or §18A-3-10, as appropriate; Meet the qualifications outlined in WV Code §18A-3-2a.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

PHYSICAL DEMANDS:

The physical demands described are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to reach, stand, walk, lift, grasp, write, talk, hear, see, use technology such as computers and multimedia equipment, and use repetitive motions. While performing the duties of this job, the employee may frequently lift and/or move at least 30 pounds of materials. Specific vision abilities required by this job include close vision such as to read handwritten or typed material, the ability to adjust focus. The position requires the individual to meet multiple demands from several people and interact with the public and other staff members.

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Most commonly, the educational setting is indoors with outdoor settings for recess and field trip activities. The noise level in the work environment is low to moderate (20-60 dB). Exceptions include gymnasiums as well as vocational/technical laboratories where the noise levels may be moderate to loud (60-90 dB).

The information contained in the job description is for compliance with the Americans with Disabilities Act (ADA) and is not an exhaustive list of duties performed by this position. Additional duties are performed by the individuals currently holding this position and additional duties may be assigned by the Superintendent or his/her designee.