

Killeen Independent School District Job Description

Job Title: Public Information Assistant
Reports To: Chief Communication Officer
FLSA Status: Exempt

SUMMARY

Assists the Coordinator for Communications Services in generating in the community-at-large a climate of understanding of the district's efforts through interviewing employees, researching, and writing news releases and feature stories about campus and other district-wide events.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following:

Assists in the preparation of school district publications (except student publications) such as recruitment materials, programs, brochures, newsletters for new teachers and staff, and information for parents, the media, district employees, and other external audiences.

Generates story ideas, gathers information, takes photographs, and writes stories of publication in internal newsletters and other publications.

Interviews individuals and attends school district activities to obtain items for possible publication.

Writes articles, reports, editorials, reviews, and other material for district leaders, community groups, chamber of commerce, and other external audiences who request information.

Prepares news releases for the media.

Works to verify facts and to clarify information.

Maintains open lines of communication with various community organizations and provides prompt responses for public information about the district, its policies, and its programs.

Assists in news media relations through writing news releases and feature stories, routing requests to administrators, and acting as a liaison between the media and Killeen ISD administrators.

Works with the Coordinator for Communications Services to select photographs, other illustrative materials, and text to conform to space and content needs.

Conducts research through contacting sources by telephone, searching the Internet, and examining other information.

Reviews final proofs and approves or makes changes.

Acts as district spokesperson when the Coordinator for Communications Services is not available or so directs.

Expresses ideas and information in a professional, unbiased manner.

Performs other tasks as assigned.

SUPERVISORY RESPONSIBILITIES

This job has no supervisory responsibilities.

QUALIFICATIONS

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.

EDUCATION and/or EXPERIENCE

Bachelor's degree in Journalism, or equivalent, and three years of related work experience.

LANGUAGE SKILLS

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

MATHEMATICAL SKILLS

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

REASONING ABILITY

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

OTHER SKILLS AND ABILITIES

Ability to utilize Macintosh Computer and software to write reports and articles, manipulate photographs, and use programs such as Pagemaker, Photoshop, and Freehand to create simple design and layouts.

PHYSICAL DEMANDS

While performing the duties of this job, the employee is frequently required to stand, kneel, squat, bend, stoop, push, pull, and twist. The employee must occasionally lift or carry (less than 15 pounds). Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus. Requires considerable close up work with computer video displays.

WORK ENVIRONMENT

While performing the duties of this job, the work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Occasional district-wide travel to multiple campuses as assigned. The noise level in the work environment is usually quiet/moderate. Individual is expected to spend time in all school environments on at least limited bases and have some interaction with students of all ages.

Revised Date: October 30, 2018

The foregoing statements describe the general purpose and responsibilities assigned to this job and are not an exhaustive list of all responsibilities, duties, and skills that may be required.