

**WOODLAND JOINT UNIFIED SCHOOL DISTRICT
CLASSIFIED MANAGEMENT VACANCY ANNOUNCEMENT**

**DIRECTOR III, PUBLIC INFORMATION OFFICER
(BILINGUAL/BI-LITERATE ABILITIES REQUIRED – ENGLISH/SPANISH)**

Salary: \$116,916 - \$131,664 annually

Posting Date:

Friday, June 25, 2021

Hours/Work Year: 8 hrs./day, 12 mos./year

Filing Deadline:

Wednesday, July 14, 2021 - Noon

POSITION SUMMARY:

Under supervision of the Superintendent, serve as the spokesperson for the District and as a member of the Superintendent's Executive Cabinet. As the conduit for communication for all stakeholders, the Public Information Officer (PIO) develops and implements the district communication plan, and directs all internal and external communications; coordinates emergency responses, public relations, media access, branding and marketing for the District. In consultation with the Superintendent, the PIO oversees all communication outlets used to enhance community awareness, knowledge, understanding, and interest in the educational programs offered by the Woodland Joint Unified School District.

QUALIFICATIONS (*please see job description for complete listing*):

Requires knowledge of marketing and branding strategies; principles and practices of media relations and public relations; principles and practices of school and community relations; web and graphic design standards, principles and maintenance; working with diverse communities and demonstrating cultural competence. Requires ability to understand issues of equity, diversity, and access; learn and interpret the laws, rules, regulations and policies of the District and the school, and apply them using good judgment in a variety of situations; complete assigned projects and duties requiring research; use initiative and independent judgment while meeting strict timelines; and interpret, apply and explain rules, regulations, policies and procedures.

EDUCATION & EXPERIENCE REQUIRED:

Single or Multiple Subject credential **and/or** Bachelor's degree in communication, marketing, public relations, political science, journalism or related discipline, **and** at least five years of work experience in public relations, marketing or related field **and/or** service as a PIO. Experience in an educational setting and experience working for youth organizations is preferred. Spanish bilingual and bi-literate is required. Qualified candidates must take and pass the District Bilingual/Bi-literate exams. Test date to be determined.

The complete job description listing responsibilities and required skills, knowledge and abilities can be found on our website at wjUSD.org on the Human Resources page using this [link](#) and is included in the EdJoin posting, which can be accessed [here](#).

APPLICATION INSTRUCTIONS: Apply online at EdJoin.org. A completed application, cover letter, resume and 3-5 recent letters of recommendation must be submitted **by Wednesday, July 14, 2021 at 12:00 p.m.** in order to be considered. WJUSD is an Equal Opportunity Employer.

The Woodland Joint Unified School District promotes academic excellence and ethical and responsible citizenship for all its students in a safe, supportive and enriched learning environment.