

**CUMBERLAND COUNTY SCHOOL DISTRICT  
JOB DESCRIPTION**

Job Title: Public Information Officer  
Job Class Code: 0120  
Pay Scale: per salary schedule

Reports to: Board of Education  
Work Schedule: per salary table  
Approval Date: June 16, 2016

**PERFORMANCE RESPONSIBILITIES**

- Prepare or edit organizational publications for internal and external audiences, including employee newsletters.
- Respond to requests for information from the media or designate another appropriate spokesperson or information source.
- Establish and maintain cooperative relationships with representatives of community, employee, student, and public interest groups.
- Plan and direct development and communication of informational programs to maintain favorable public perceptions of an organization's accomplishments and agenda.
- Confer with support personnel to produce or coordinate production of public events and communications.
- Arrange public appearances, lectures, contests, or exhibits for clients to increase service awareness and to promote goodwill.
- Study the objectives, promotional policies and needs of organizations to develop public relations strategies that will influence public opinion or promote ideas and services.
- Prepare and deliver speeches to further public relations objectives.
- Plan and conduct public opinion research to determine needs of students, parents, and various stakeholder groups.

**MINIMUM QUALIFICATIONS**

Education: Bachelor's Degree  
Certification/Licensure: Holds a Valid Kentucky Teacher Certification

**IMPORTANT NOTES**

*This document provides descriptive information about the aforementioned Cumberland County School District's position. Work actually performed by incumbents in this position may vary. Although this document may be used for recruiting, staffing, or career planning, the information contained herein should only be used as a guideline or recommendation for the content and qualifications for this position. An individual's ability to meet the qualifications and capabilities described in this document is not a guarantee of employment or promotion. Cumberland County School District reserves the right to make changes to this document as deemed necessary without providing advance written notice. This employer does not knowingly discriminate on the basis of race, color, religion, sex, sexual orientation, age, disability, or national origin.*

PANTHERS