



CLASSIFIED VACANCY:

POSTED: March 7, 2022

POSITION: PUBLIC INFORMATION OFFICER

SCHEDULE: Monday – Thursday, 40 Hours per week

BASIC FUNCTION:

Position is under the direct supervision of the Superintendent or designee. Requires an individual with superior communication skills, both written and verbal. Must be media savvy and detail oriented. Candidate will create marketing material to disseminate and promote SoCal ROC programs to stakeholders and the community at-large. The position requires a person who is creative, diligent, and proactive in developing media strategies that promote a positive public image. Candidate must represent SoCal ROC in the community to various and diverse audiences.

RESPONSIBILITIES:

- Assists in planning, implementing, and publicizing information regarding SoCal ROC programs through various means.
- Edits materials for internal and external communication to ensure credibility, understanding, and readability to various stakeholders.
- Prepares material for brochures, flyers, social media posts, and other materials for public consumption.
- Develops strategies and procedures to promote SoCal ROC to the public.
- Collaborates with staff to ensure a cohesive public image.
- Works with various teams to organize and host public events and promotions.
- Takes photos of events and people relevant to SoCal ROC to publish.
- Plans and implements SoCal ROC special events.
- Serves as the Superintendent's designee at various community events such as Chamber of Commerce events and service clubs.
- Publishes printed documents at Superintendent's request (i.e. SoCal ROC newsletter).
- Other duties as assigned.

EXPERIENCE / TRAINING / QUALIFICATIONS:

Knowledge of:

- Social media platforms especially Instagram and Facebook.
- Principles and technical information in publicizing and disseminating public information.
- Media sources within the communities served by SoCal ROC.
- Correct English usage, grammar, punctuation, and vocabulary.
- Basic photography skills.
- Establishing and fostering good public relations within the communities served by SoCal ROC and other various stakeholder groups.



Page 2 Continue - PUBLIC INFORMATION OFFICER

ABILITY TO:

- Communicate clearly and concisely.
- Implement effective public relations strategies.
- Gather and compile accurate information in styles acceptable for publishing.
- Implement and use related computer hardware and software.
- Recognize and photograph situations which have publication and/or news value that promote the recognition of SoCal ROC programs, students, and employees.

EXPERIENCE/EDUCATION

- Any combination of education, experience, and training that would likely provide the required knowledge and abilities.
- Training/Experience – 5 years of experience in public or private sectors in the areas of public relations, marketing, and/or sales.

CONTACT:

SOUTHERN CALIFORNIA REGIONAL OCCUPATIONAL CENTER (SoCal ROC)
2300 CRENSHAW BOULEVARD
TORRANCE, CA 90501

Attn: HR – PUBLIC INFORMATION OFFICER

Email: LLarson@scroc.k12.ca.us

Questions: 310) 224-4328

Website: www.socalroc.com

Fax: 310) 320-1029

CLASSIFIED APPLICATION PACKET REQUIREMENTS

Applicants **must** submit:

1. SoCal ROC **CLASSIFIED** Application
https://www.socalroc.com/administration/hr/applications/2021-12-09_Classified_Employment%20App.pdf
2. Resume
3. Credentials, as applicable
4. Current licenses/certificates, as applicable
5. HS Diploma or Transcripts (Official transcripts)
Legible copy may be submitted at this time.
Should you be selected as a candidate for the position, originals transcripts will be mandatory.
6. Three – four letters of references within the last three (3) years

Application packets may be scanned, sent by USPS, or hand delivered to the Center.

Incomplete application packets may not be accepted.

In-house applicants to submit In-House Application and current resume.



Page 3 Continue, PUBLIC INFORMATION OFFICER

SALARY: MONTHLY RANGE I – 18; **\$4,436 - \$6,213**
12 MONTH POSITION

CLASSIFIED BENEFITS / FULL-TIME

Sick Time
Vacation Time
16 Holidays
Workers' Compensation
Medical, Dental, Vision Healthcare
Term Life Insurance and Long-Term Care Insurance
Health Care Stipend (FT)
Longevity Stipend (FT)
Annual Evaluation
Approved Professional Growth
APPLE Retirement (PT)
CalPERS Retirement (Eligibility hours)
Monday – Thursday Work Week, as applicable
Free Parking
Direct Deposit
Credit Union

CLOSING DATE: UNTIL CLOSED

NOTE:

- Southern California Regional Occupational Center (SoCal ROC) is an equal opportunity employer and prohibits discrimination, harassment, intimidation, or bullying in all Center programs, activities, and employment on the basis of actual or perceived ancestry, age, color, disability, gender, gender identity, gender expressions, nationality, race or ethnicity, religion, age, sex, sexual orientation, parental or marital status, pregnancy, or association with person or a group of which one or more of these actual or perceived characteristics. SoCal ROC prohibits sexual harassment of SoCal ROC employees and job applicants, as well as retaliatory behavior or action against employees or other persons who complain, testify, or otherwise participate in the complaint process established pursuant to this policy and administrative regulation.
- The Immigration Reform and Control Act of 1986 require that you must be lawfully authorized to work in the United States to be eligible for hire. All new hires will be required to provide documentation to verify this status.
- All employment is based on clearance of finger printing verification from the Department of Justice, a clear Tuberculosis Test, and a COVID-19 Vaccination card or has a PCR test weekly based on the current COVID Mandates for schools.