

Position Description

To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.

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| Job Title: | Community Relations Administrative Assistant |
| Pay Table: | Support |
| Pay Grade: | 8 |
| FLSA Status: | Non-Exempt |
| Job Code: | 508 |
| Reports to: | Department Director, Community Relations Specialist |

JOB SUMMARY

Under the general supervision of the department director and Community Relations Specialist, the administrative assistant provides critical office support and assists a team charged with building public understanding and support for schools in the district.

ESSENTIAL JOB FUNCTIONS

- Provides critical office support and assists in a variety of areas including writing articles for newsletters, crafting PowerPoint presentations, updating district directories, generating weekly media story idea lists.
- Provides layout and design support for newsletters, brochures, fliers, directories, informational graphics, and other public relations materials.
- Provides critical social media support during district or school emergencies.
- Helps organize and maintain interoffice filing system.
- Tracks, monitors, and provides perspective regarding messages in traditional media outlets and social media channels.
- Interacts with district-level office employees, school principals, media representatives, and the public to build positive understanding and support of schools and the District.
- Maintains department records in hard copy and electronic form, including personnel records, time cards, expenditure requests, purchase orders, etc.

MINIMUM REQUIREMENTS

- High School graduation or equivalent education/experience.
- Associate's or Bachelor's degree in business, journalism, advertising, art, marketing, or related field preferred.
- Two (2) years of progressively responsible experience related to the above tasks, skills, and abilities or an equivalent combination of education and experience.
- Demonstrated experience within a business, journalism, advertising, or education setting.
- Experience with web and social media communication.

KNOWLEDGE, SKILLS AND ABILITIES

- Proficient and experienced in use of Mac-based computer programs (i.e., Quark and/or InDesign desktop publishing, Microsoft Word, Excel, Outlook, PowerPoint, Photoshop).
- Excellent interpersonal, problem-solving, organizational, written, and oral communication skills.
- Ability to collect and understand information, formulate conclusions, and write reports.
- An eye for creative design with ability to produce informative and eye-popping graphics.
- Skilled at meeting deadlines, coordinating and scheduling calendars and appointments.
- Adept at working under pressure and time constraints.
- Experienced with the process and work of public relations.
- Ability to keep confidences and establish and maintain effective working relationships with district staff, members of the news media, and the public.

PHYSICAL DEMANDS

Sedentary work: Exerting up to 10 pounds of force occasionally and/or negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body. The work also requires the following physical abilities in order to perform the essential job functions: fingering, grasping, handling, hearing, mental acuity, reaching, repetitive motion, speaking, talking and visual acuity.

WORKING CONDITIONS

Employees in this position work in a dynamic environment that requires them to be sensitive to change and responsive to changing goals, priorities, and needs.

The Davis School District has the right to revise this position description at any time.