

**Community Relations Coordinator**  
**New Hanover County Schools**

**Job Description**

**Class: Classified**  
**Dept: Public Relations**

**TITLE: Support Associate VI**

**QUALIFICATIONS:**

1. Bachelor's degree in business, public relations, or marketing required. Master's degree preferred.
2. Two or more years of increasingly responsible experience in a professional office environment.
3. Effective communication and computer skills, knowledge of community relations and partnership building and digital/social/news media communication techniques.
4. Other qualification as the superintendent and board may find appropriate.

**REPORTS TO: Chief Communications Officer**

**JOB GOAL:** To assist with community outreach and community relations for New Hanover County Schools; to oversee the process and procedures for use of New Hanover County School facilities and ensure consistency with Board policy.

**ESSENTIAL FUNCTIONS AND RESPONSIBILITIES**

1. Follow all rules, policies and procedures of New Hanover County Schools, along with state and federal regulations pertaining to school facility issues.
2. Provide leadership for the development, management, implementation and evaluation of a comprehensive community engagement strategy that supports achieving the mission, vision and strategic direction outlined by the superintendent in the district's Strategic Plan.
3. Promote positive relationships between the district staff and external partners; serve as a liaison between the school district and community-based organizations and school community members; organize proactive community relations activities, including small and large group events or public communications function as required.
4. Assure compliance with Board policy regarding school facility use and utilization by all users.

5. Assist in developing for review an annual assessment of community use fee schedule.
6. Develop and maintain a thorough knowledge and understanding of the district's strategic plan, instructional programs, facility development plans, and other strategic priorities.
7. Provide information to employees and outside agencies to assist in effectively dealing with issues related to community or shared use of school facilities.
8. Follow and update all regulations and notices related to community or shared use; ensure the schools are aware of any updates and revisions.
9. Manage materials distribution coming in from the community for distribution to the schools. Inform schools of which materials have been approved or disapproved for distribution.
10. Promote development and maintain database of partnerships between schools and businesses, faith organizations, and other civic or community groups
11. Manage communication tools such as community partnership websites and the production of shows, special features, and highlights to continuously engage community members to get involved with the school district.
12. Attend Board meetings and coordinate community partnership presentations to provide information to present to the Board regarding partnerships with schools and the district.
13. Assist in research with formal and informal surveys to determine public opinions and attitudes about NHCS issues and activities.
14. Read and write news releases, correspondence, reports, forms, invoices and news articles.
15. Create and maintain open lines of communication with community organizations and assist in distributing NHCS news and information.
16. Assist with NHCS customer services, help resolve concerns and direct to the appropriate staff person.
17. Performs other related duties and responsibilities as requested by the Chief Communications Officer.

***The above statements describe the general nature and level of work being performed by individuals assigned to this job. This is not intended to be an exhaustive list of all responsibilities and duties required of personnel so employed.***

**Terms of Employment:** Twelve month work year/At Will/FLSA Non-Exempt

**Starting Salary and/or Grade:** Grade 67

**Evaluation:** Performance of this job will be evaluated in accordance with provisions of the Board and local policy on evaluation of personnel.

**Knowledge, Skills and Abilities:**

- Ability to communicate clearly and concisely, both orally and in writing; ability to communicate well with school personnel and central office staff.
- Ability to speak with people with poise and confidence.
- Demonstrate functional knowledge of computers and all aspects of the Microsoft Office Professional software programs.
- Ability to establish and maintain effective working relationships as necessitated by work assignment.
- Comply with confidentiality requirements in local, state and federal policies and statutes.
- Ability to coordinate, plan, and meet deadlines, accomplish specific tasks, or meet specific standards.
- Skill in developing data collection instruments such as surveys and evaluations.
- Ability to photograph and assist with special events.
- Physical ability (able to exert up to 20 pounds of force occasionally) and dexterity to perform the duties and responsibilities of the job.