



Job Description

Director of Public Relations

Employment Status: Full-Time

FLSA Status: Exempt

Calendar: 260 Days

Experience Required: Five (5) years demonstrated work related experience in the public relations field with increasing levels of responsibility and supervisory experience.

Minimum Education Requirements: Bachelor's degree in Journalism, Communications, or related field.

Department: Central Office Administration.

Direct Supervisor: Superintendent.

Primary Work Location: Office setting.

Certification: None.

Job Summary: Directs the public relations and communication activities producing district-wide publications and web sites and coordinating media and community relations events in order to keep the public informed.

Essential Job Functions

An employee in this position may be called upon to do any or all of the following essential duties:

- Coordinate district-wide communication and manage public information.
- Serve as the lead resource for public information and initial point of contact for public inquiries.
- Serve as the lead spokesperson for the District advising leadership in communication needs for new partnerships, initiatives, and developments.
- Provide leadership and direction to various departments to aid and support communication efforts.
- Act as the liaison to the Superintendent and District for legislative and community affairs.
- Create external web site and social media content.
- Develop and implement news and content strategies.
- Manage and produce video projects for District events and initiatives.
- Participate in developing strategic management processes that include interacting with key stakeholders especially those who might be affected by district decisions.
- Perform a variety of writing research and other activities to support internal communications, external communications, parent communication, and strategic management processes.
- Compile data and analyze issues to ensure compliance with organization policies and procedures and monitor programs.
- Engage in community outreach to successfully communicate the district brand and marketing of the school district.
- Handle communications during crisis situations (e.g. media, public, parents, students, staff, etc.) to assure accurate and timely information.

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- Monitor departmental budget allocations, expenditures, fund balances, and related financial activities to ensure that allocations are accurate, revenues are recorded, expenses are within budget limits, and/or fiscal practices are followed.
- Oversee assigned programs and departmental to achieve organizational objectives, and ensure compliance with legal, and financial requirements.
- Participate in meetings, workshops, seminars, networking groups, and professional associations to convey and gather information regarding a wide variety of subjects.
- Research public policy, education code constraints, etc. to ensure compliance with regulatory requirements and established guidelines.
- Contribute to government relations activities and communications.
- Perform related work as required.

Knowledge, Skills, and Abilities (KSA's) for Position

An employee in this class must have the following knowledge, skills, and abilities upon application:

Knowledge

- Methods, principles and practices of public relations, modern journalistic writing, and editing.
- Publication design, layout, and preparation of materials.
- Principles and practices of media relations.
- District's functions and its relationships with local government and the community.
- Various software platforms to develop public information announcements, promotions, social media posts, and website maintenance.

Skills

- Strong written and oral communications and relational skills.
- Photography, video, and photo editing.
- Web and social media design, production and maintenance.
- Operate a variety of office equipment, including computer, printer, calculator, and copier.

Abilities

- Audio and video production and presentation equipment and techniques.
- Conducting singular or mass-media press briefings.
- Planning and scheduling public participation programs.
- Communicate as a highly visible public spokesperson.
- Prepare and deliver effective presentations before the media, community groups, and other organizations.
- Establish and maintain effective working relationships with associates, teachers, parents, and the public.
- Lift up to 25 pounds.
- May be required to work outdoors for special events depending on assignment.
- Effectively welcome and embrace differences among employees and citizens.
- Must be able to successfully complete a background investigation.
- Must be able to work a flexible schedule as needed.



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**This position description is a general guideline for work behavior and is not intended to be a comprehensive listing of all job duties. Therefore, it is also not, nor can it be implied to be, a contract of employment. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential tasks. Must be able to successfully complete an intense background investigation.

Signatures / Date

Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions of this job.

Check the appropriate box, fill in the needed accommodations, if required, then sign and date.

- I have read and understand this job description and acknowledge that I am able to complete the essential functions of my job without accommodations.
- I have read and understand this job description and I would require the following reasonable accommodations to fulfill the essential functions of this job:

Employee Signature

Date

Supervisor Signature

Date

Human Resources

Date