

**Media Relations Manager
New Hanover County Schools**

Job Description

Class: Classified
Division: Superintendent

TITLE: Media Relations Manager

QUALIFICATIONS:

1. Bachelor's Degree in Public Relations, Communications, Journalism, Marketing or related field required. Master's degree preferred.
2. Five or more years of experience in media relations and communications.
3. Excellent verbal and written communication 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 lead the district in developing communication strategies, including communication crisis plans, that directly benefit students, staff, the district and school community stakeholders. Assist the Chief Communications Officer with the development, achievement, and implementation of a comprehensive public relations program to promote the school system's activities, programs and relationships throughout the county and with external agencies and organizations.

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 system issues.
2. Serve as the district's point of contact for news media outlets by assisting representatives in obtaining background information, setting up interviews, media pitching, and solving key coverage challenges. Analyze education trends to develop story lines publicizing district initiatives and accomplishments.
3. Develop and oversee execution of a district-wide, long and short-range media relations strategy and plan, which directly involves local, state, regional and national media. Develop

and maintain a thorough knowledge and understanding of the district's strategic plan, instructional program, and other strategic priorities.

4. Proactively cover school and district events and strategically seek stories for multiple communications channels; anticipate media interest in local angles by staying abreast of emerging issues in education at the state and national level.
5. Prepare and disseminate news releases, media tip sheets, feature story ideas, public statements to local, state, regional and national media, including personal strategic pitches of key stories and issues; communicate the Board of Education's and district's goals and positions with media as appropriate.
6. Plan and manage ongoing relationships with the media to include serving as the liaison between the district and the media; respond to requests for information and assistance from media.
7. Schedule interviews and photo/video sessions requested by media; maintain media contact list current and search for new outlets.
8. Work with district-wide staff, in particular district public relations coordinators, in coordinating media coverage of school and district events and activities, including providing public notice of Board meetings. Attend all Board of Education meetings and work sessions and provide related assistance and responses to the media as necessary.
9. Plan and coordinate news conferences and media briefings as necessary to share key information with media, including opportunities for district leadership and staff to address important district announcements; prepare necessary announcements and materials.
10. Provide prompt and accurate responses and maintain records of media requests; manage public records requests, including working with key staff/departments to gather responses, and maintain records of public-records requests.
11. Collaborate with the Chief of Communications Officer (CCO) and district staff to oversee media relations and information gathering and sharing during crisis and emergency situations.
12. Coordinate emergency weather announcements with department staff and media; annually confirm media codes; coordinate preparation of annual inclement weather information for parents.
13. Track media coverage, share media coverage reports and updates with district's senior leadership, and others as directed by CCO.
14. Develop message points and coach district leadership on effective interview tactics; accompany staff and others as needed for media appearance; develop and execute media training.

15. Assist in research with formal and informal surveys to determine public opinions and attitudes about district issues and activities.
16. Read and write news releases, correspondence, reports, forms, invoices and news articles.
17. Perform 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 Exempt

Starting Salary and/or Grade: Grade 78

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:

- Excellent communication skills, both oral and written; with school personnel, central office staff, parents, and media outlet.
- Ability to speak with people with poise and confidence.
- Social media expertise.
- Strong computer skills including Microsoft Office Professional software programs and Google Suite.
- Attention to detail and strategic planning.
- Comply with confidentiality requirements in local, state and federal policies and statutes.
- Functional knowledge of existing relationships with local community partners.
- Skill in developing data collection instruments such as surveys and evaluations.
- Strong organizational and multi-tasking abilities to coordinate, plan, and meet deadlines, accomplish specific tasks, or meet specific standards.
- Physical ability (able to exert up to 20 pounds of force occasionally) and dexterity to perform the duties and responsibilities of the job.