

# FLAGLER COUNTY SCHOOL DISTRICT

## JOB DESCRIPTION

### Community Engagement Specialist

#### QUALIFICATIONS:

1. Bachelor's Degree in a field related to Communications, Public Relations, Journalism or a related field, or an equivalent combination of education and experience
2. Three years or more professional experience in their field or related field
3. Valid Florida driver's license
4. Satisfactory criminal background check and drug screening

#### KNOWLEDGE, SKILLS AND ABILITIES:

1. Strong written, verbal, and interpersonal communication skills.
2. Ability to exercise initiative, use excellent judgment, and manage multiple priorities and projects.
3. Ability to organize facilities and details like decor, catering, entertainment, transportation, location, invitee list, special guests, equipment and promotional materials.
4. Experience with computer software to create brochures, flyers, posters, presentations.

#### REPORTS TO:

Coordinator of Communications

#### JOB GOAL

To provide assistance and support in planning, developing, and implementing community engagements and special instructional projects for the Flagler County School District.

#### SUPERVISES:

N/A

#### PERFORMANCE RESPONSIBILITIES:

1. Recommend, Organize, help promote and execute special events, projects and community outreach projects which increase public understanding and awareness of the school system.
2. Help with the development of marketing and public relations strategies and tactics.
3. Help with creating and managing communications reaching diverse stakeholder groups.
3. Create, edit and/or proofread copy for a variety of purposes print and electronic communication means (e.g., announcements, newsletters, press releases, posters, letters, invitations, brochure copy, etc.).
4. Coordinate and oversee teacher of the year, employee of the year, principal of the year and other awards and celebratory processes for the district.
5. Assist with the coordination of a variety of communication outlets, including the District website, electronic methods, social media and other platforms, to communicate with students, families, stakeholders and community members.
6. Monitor media and social media and respond as appropriate to positive and negative feedback.
7. Assist in coordination of and support/attend district-wide school based events, community events, and school board meetings as assigned.
8. Perform other related duties as assigned by the Coordinator of Communications.
9. Meet and deal effectively with the general public, staff members, parents, administrators, and other contact persons using tact and good judgment,
10. Follow attendance, punctuality, and other qualities of an appropriate work ethic.

11. Ensure adherence to good safety standards.
12. Maintain confidentiality regarding school/workplace matters.
13. Model and maintain high ethical standards.
14. Maintain expertise in assigned area to fulfill position goals and objectives.
15. Participate successfully in the training programs offered to increase skill and proficiency related to assignment.
16. Stays current with the best practices of the public relations profession.
17. Assist the Coordinator of Communications to conduct press conferences, create press releases, and maintain contact with the media.
18. Initiate and maintain open channels of communication with the public through multiple mediums.
19. Provides support to district staff as needed related to the use of communication platforms in the district.
20. Keep supervisor informed of potential problems or unusual events.
21. Use effective, positive interpersonal communication skills.
22. Respond to inquiries and concerns in a timely manner.
23. Exhibit interpersonal skills to work as an effective team member.
24. Follow federal and state laws as well as School Board policies, rules, and regulations.
25. Demonstrate support for the school district and its goals and priorities.
26. Exercise fiscal prudence and awareness with regard to the district's budget.
27. Demonstrate initiative in identifying potential problems and opportunities for improvement.
28. Assist in the preparation of all required reports and maintain all appropriate records.
29. Participate in cross-training activities as required.
30. Support the Superintendent and District Strategic Plan.

**PHYSICAL REQUIREMENTS:**

Light Work: Exerting up to 20 pounds of force occasionally and/or up to 10 pounds of force as frequently as needed to move objects.

**TERMS OF EMPLOYMENT:**

Salary and benefits shall be paid consistent with the District's approved compensation plan. Length of the work year and hours of employment shall be those established by the District.

**EVALUATION:**

Performance of this job will be evaluated in accordance with provisions of the Board's policy on evaluation of personnel and established performance objectives outlined in the District's current strategic plan.

**Job Description Supplement Code: 4**

**Salary Lane: PAHZ**

**Approved: 04/19/2022**