

Director of Public Relations and Community Engagement

Job Title: Director of Public Relations and Community Engagement

Exemption Status/Test: Exempt/Administrative

Reports to: Superintendent

Dept./School: Administrative Office

Primary Purpose:

Promote positive public relations between the school district and community. Prepare and provide information to the public about the activities, goals, and policies of the school district. Distribute pertinent information about the district and its activities to employees.

Qualifications:

Education/Certification:

Bachelor's degree in English, journalism, communications, or related field

Special Knowledge/Skills:

Excellent public relations, organizational, communication, and interpersonal skills

Ability to speak effectively before groups of employees, parents, or the public

Ability to communicate effectively in both written and oral forms with all levels of management, both internal and external to the district

Thorough knowledge of media relations and public relations functions

Ability to use software to develop spreadsheets, perform data analysis, word processing and video editing

Ability to use graphic design programs such as Photoshop, Illustrator, Premium Pro

Knowledge of Webex Teams, Zoom and GoTo Meetings

Knowledge of the school bond process

Experience:

3 years journalism or communications experience

Major Responsibilities and Duties:

Public and Community Relations

1. Serve as the information liaison between the school district and the community. Serve as district spokesperson and coordinate media coverage including preparing press releases and publishing articles and photos in local media and other publications.
2. Ensure that public information activities contribute to the attainment of district goals and objectives.
3. Design, prepare, and edit district publications including newsletters, recruitment brochures, programs for special events, and other publications.

- 4. Serve as district representative on community committees as required. Demonstrate awareness of district-community needs and initiate activities to meet those needs including speaking at civic organization meetings and make presentations.

Policies, Reports, and Law

- 5. Develop and publicize reports related to the performance of the district and articulate district goals and objectives.
- 6. Comply with policies established by federal and state law, State Board of Education rule, and local board policy.
- 7. Compile, maintain, and file all reports, records, and other documents as required.
- 8. Follow district safety protocols and emergency procedures.

Budget

- 9. Develop and administer the department budget based on documented needs and ensure that operations are cost effective and funds are managed wisely.

Personnel Management

- 10. Manage and direct the activities of the campus communicators.

Supervisory Responsibilities:

None

Mental Demands/Physical Demands/Environmental Factors:

Tools/Equipment Used: Standard office equipment including personal computer and peripherals; camera; video camera

Posture: Prolonged sitting; occasional bending/stooping, pushing/pulling, and twisting

Motion: Repetitive hand motions including frequent keyboarding and use of mouse; occasional reaching

Lifting: Occasional light lifting and carrying (less than 15 pounds)

Environment: May work prolonged or irregular hours; frequent districtwide and statewide travel

Mental Demands: Work with frequent interruptions; maintain emotional control under stress

This document describes the general purpose and responsibilities assigned to this job and is not an exhaustive list of all responsibilities and duties that may be assigned or skills that may be required.

Reviewed by _____ Date _____

Received by _____ Date _____

