

Lauderdale County Schools
Florence, AL

Job Description

Position: Public Relations/Grants Manager

Department: Business and Instructional Operations

Reports To: Superintendent

FLSA Status: Exempt

Contract Days: 240 days

Salary: Based on the System Salary Schedule

Minimum Qualifications:

1. Bachelor's degree or higher from an accredited college or university; Bachelor's degree in Public Relations, Journalism, Education, Communications, Marketing, or a closely related field is strongly preferred.
2. Working knowledge of the principles of business/school, community/school, and school-to-work partnerships.
3. Working knowledge of internal and external communication strategies.
4. Mastery of communication skills (verbal, written, and interpersonal).
5. Experience and proficiency with current technology for performance of duties in the areas of website management, and media relations and production.
6. Evidence of strong analytical and critical thinking and judgment skills.
7. Ability to meet the suitability criteria for employment and/or certification/licensure under the Alabama Child Protection Act of 1999 and Act No. 2002-457.
8. Accreditation by the National School Public Relations Association or Public Relations Society of America, preferred.
9. Demonstrate knowledge of local, state, and federal regulations governing funding in public schools.
10. Basic fundamental knowledge of budgetary accounts system related to grants.
11. Ability to be punctual and in regular attendance.
12. Possess and maintain a valid driver's license.
13. Such alternatives to the above qualifications as the Board may require.

Purpose of Job

- To facilitate positive public relations and communication for the Lauderdale County School System through any, and all social and multi-media management activities.
- To seek out, obtain, and manage grants that will enhance the overall learning process and experience for the students of Lauderdale County School System.
- To provide support to Federal Programs and LC Virtual School.

Essential Duties and Responsibilities:

The following duties are normal for this job. These are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned.

- Demonstrates support for the school system and its vision, goals, and priorities.
- Serve as an information liaison between the school system and all stakeholders, including but not limited to: SEDA, NACOLG, United Way, SIDA, County Commission, NWSCC, UNA, Community Service agencies, Local Legislators, etc....
- Assist and train all departments in handling all aspects of the school system's publications such as external and internal newsletters, brochures, bulletins, letters, etc.
- Promotes positive media relations and coverage.
- Prepare news releases, reports, speeches and advertising materials.
- Assists in developing and maintaining a comprehensive communications plan for the school system.
- Conducts formal and informal research to determine public opinion and attitudes as requested.
- Promotes the school system's strengths/achievements.
- Maintain district website and evaluate and check all school websites and social media accounts.
- Vigorously publicizes student, faculty, and staff achievements.
- Researches and develops communication strategies for the Superintendent and Board.
- Represents the school system in various community organizations as requested.
- Promotes the development of collaborative initiatives between the schools and local businesses/industries.
- Maintains confidentiality regarding school/workplace matters in accordance with state and federal law.
- Performs duties in a courteous and professional manner.
- Demonstrates initiative in identifying opportunities for improvement in areas of responsibility.
- Manage the grants process from application to implementation and reporting.
- Collaborate with all departments and schools to ensure that grants are developed and implemented in accordance with Local, State, and Federal guidelines.
- Responds to inquiries and requests in a timely and positive manner.
- Adheres to school system rules, administrative procedures, local Board policies, and state, federal, and local laws.
- Reports absences and takes leave in accordance with Board policies and procedures.

Additional Job Functions

Perform other duties as assigned.

Evaluation

Performance of this job will be evaluated in accordance with provisions of the Board's policy on Evaluation of Professional Personnel.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to walk, sit, use hands for fine manipulation, handle or feel, and reach with hands and arms. The employee is frequently required to stand, stoop, kneel, crouch, or crawl. The employee must regularly lift and/or move up to 25 pounds and occasionally up to 50 pounds. Specific vision abilities required by this job include close, distance, and peripheral vision, depth perception, and ability to adjust focus.

Note: This is not necessarily an exhaustive or all-inclusive list of responsibilities, skills, duties, requirements, efforts, functions, or working conditions associated with the job. This job description is not a contract of employment or a promise or guarantee of any specific terms or conditions of employment. The school district may add to, modify, or delete any aspect of this job (or the position itself) at any time.

I have read and understand this job description. My signature acknowledges that I am capable of performing the essential functions of this position with or without reasonable accommodations.

*Employee Signature: _____ Date: _____

Employee Printed Name: _____

All employees hired on or after July 1, 2018 will be required to sign his/her job description that will be filed in his/her personnel record.