

SCHOOL DISTRICT OF BRADFORD COUNTY

JOB DESCRIPTION

Community Relations Coordinator

QUALIFICATIONS:

1. Two year college degree, or higher from an accredited college or university
2. Experience in the area of public relations preferred
3. Experience in the area of grant writing, management & acquisition preferred
4. Experience in legislative activities preferred
5. Satisfactory criminal background check and drug screening
6. Valid Florida Driver's License

KNOWLEDGE, SKILLS, AND ABILITIES:

1. Ability to strategically organize and disseminate information in a manner that impacts community perception in a positive way.
2. Ability to participate in, plan and coordinate district related community events that meet the goals of the school district.
3. Ability to cultivate strong working relationships with outside business partners and organizations.
4. Ability to convey and advocate legislative priorities of the BCSB.
5. Knowledge of the state of Florida's legislative process.
6. Advanced skills in oral and written communication
7. Ability to work with multimedia production and technology (i.e. functional web design & social media)
8. Ability to forecast and prepare for opportunities that could benefit the school district.
9. Proficient in all Microsoft Office Applications.
10. Good time management.
11. Positive attitude.

REPORTS TO: Superintendent

JOB GOALS

To assist in attaining the overall vision, mission and goals of the Bradford County School District by strategically managing issues involving but not limited to public relations, community outreach, grant management and governmental affairs.

SUPERVISES: N/A



COMMUNITY RELATIONS COORDINATOR (continued)

PERFORMANCE RESPONSIBILITIES:

Communication

1. Prepare or edit organizational publications for internal and external audiences.
2. Respond to requests for information from the media or provide guidance to other designated spokespeople in regards to the release of information to the media.
3. Plan and direct communication of informational programs for the purpose of maintaining favorable public and stakeholder perceptions.
4. Confer with production and support personnel to produce or coordinate production of advertisements and promotions.
5. Arrange public appearances, lectures, charitable efforts, or exhibits for the school district to increase awareness and to promote goodwill.
6. Attend community events to keep the public informed on the progress of the BCSB in achieving strategic and turn around goals.

Growth and Development

7. Critique and assist in the further development of existing district and school level websites.
8. Coordinate and manage district level social media accounts.
9. Research and identification of opportunities to use technology, both current and prospective in a more efficient manner.

Grant Related Activities

10. Conduct research in the area of grants and possible acquisition of supplemental funding sources.
11. Assist in the area of grant writing, development and management.

Legislative

12. Accompany the Superintendent/School Board Members or act as designee at any and all events necessary in the community, on lobbying trips, and to education organizations/conferences.
13. Assist in development of legislative priorities and advocate for the BCSB legislative agenda.

*Perform other tasks consistent with the goals and objectives of this position.

PHYSICAL REQUIREMENTS:

Medium work: Exerting up to 50 pounds of force occasionally, and/or up to 20 pounds of force frequently and/or up to 10 pounds of force 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 the job will be evaluated in accordance with provisions of the Board's policy on evaluation of personnel.



Job Description Supplement Code 9