

LYON COUNTY SCHOOL DISTRICT - HR Department

Communications and Public Relations Officer (CAPRO)

Job Group: District Office

Classification: Communications

Terms of Employment: CAPRO Salary Schedule, 12 month

FLSA Status: EXEMPT

POSITION SUMMARY: Works directly under the Superintendent or designee, and is responsible for overseeing and supporting all aspects of communication within LCSD. Prepares and provides information to the public about the activities, events, news, highlights and policies of the school district. Facilitates a variety of public information and community relations activities, events and projects. This position is evaluated by the Superintendent.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

This list of Essential Duties and Responsibilities is not exhaustive and may be supplemented.

1. Implements an effective public information and communication plan for LCSD.
2. Provides information to news media, develops speeches, provides press releases and arranges interviews for representatives of newspapers and other media for public information.
3. Assists and trains school sites and district administrators in the development of effective use of mass communication mechanisms such as newsletters, presentations, brochures, FAQ sheets, websites, social media, press releases, etc.
4. Oversees the District website and mobile apps. This includes all content and mandatory postings.
5. Provides professional development and presentations to district employees, school board members, students, parents and other stakeholders.
6. Supports site and district leaders regarding the marketing and promotion of individual school sites and the LCSD.
7. Supports the superintendent in developing and disseminating the annual State of the District report.
8. Represents the district's communication needs as an ad hoc member of the Superintendent's Cabinet.
9. Distributes pertinent information about the district and its activities to employees, parents, community, media and students. Regularly identify, curate, and share positive stories, achievements, recognitions, etc. of district stakeholders through various communication channels, fostering community engagement and highlighting the district's successes.
10. Acts as a liaison between site and/or district administrators in gathering and sharing factual information with the media and public.
11. Communicates LCSD policies and mandatory postings to all stakeholders.
12. Seeks and evaluates public opinion and perception towards the district and school sites.
13. Works collaboratively with the district's webmasters to support effective communication.
14. Performs all other related duties as assigned.

POSITION EXPECTATIONS:

Expertise in:

1. Written and oral communication, including technical writing.
2. Social media communication
3. Stakeholder and public relations including public speaking and presentations.
4. Create, edit, and optimize graphics, layouts, and written content, ensuring innovative, cohesive and visually appealing designs for marketing, communication, and informational materials.

Ability to:

1. Ability to appropriately handle stress and interact with others including supervisors, co-workers, students, community and parents.
2. Working independently as well as in a team setting.
3. Regular and consistent punctuality and attendance are essential functions of the job.
4. Produce quality technical and persuasive writing to support frequent press releases, policy development and revisions.
5. Outstanding organizational skills coupled with a flexibility to meet the demands of the District is essential.
6. Train staff members in effective communication.
7. Work cooperatively with all staff, the public and media.
8. Maintain an active schedule with frequent travel throughout the district, and at times outside of the district.
9. Work a flexible schedule, including evenings and occasional weekends.
10. Ability to appropriately handle stress and interact with others, including supervisors, coworkers, students, and the community.
11. Regular and consistent punctuality and attendance are essential functions of the job.

POSITION REQUIREMENTS:**Education and Training:**

Bachelor's degree in communications, English, public relations, journalism, marketing or related field.

Preferred: Two (2) years' experience in communications or related field .

Licenses and Certifications:

1. A valid Nevada driver's license is required at the time of appointment.

Candidates must meet the minimum qualifications as listed on the appropriate position vacancy announcement.

PHYSICAL AND MENTAL REQUIREMENTS:

The physical and mental requirements described here are representative of those that must be met by an employee to successfully perform the essential functions of the job.

Cognitive ability and dexterity to operate office equipment for long periods of time. Strength and stamina to bend, stoop, sit and stand for long periods. Dexterity and coordination to handle periodic lifting and moving of boxes. Reaching for items above and below waist level. Involves hearing and speech to communicate in person or over the telephone. Must have the ability to lift 50 pounds to waist height.

In compliance with applicable disability laws, reasonable accommodations may be provided for qualified individuals with a disability who require and request such accommodations. Incumbents and individuals who have been offered employment are encouraged to discuss potential accommodations with the employer.

WORKING CONDITIONS:

Work is performed under the following conditions: Position functions primarily within an office. The majority of work will be performed sitting at a computer for prolonged periods of time. Exposure to climate controlled office settings to outside weather with temperatures ranging from mild/moderate to extreme cold/heat. May involve exposure to noise levels ranging from low to moderate for frequent time periods.

Hazards: Stress, anxiety and office equipment (as related to specific assignment).

PHYSICAL CAPACITY REQUIREMENTS FOR POSITION

(Mark with an X, leave blank where not applicable)

ESSENTIAL FUNCTION	LESS THAN 25% OF TIME	25% TO 49% OF TIME	50% TO 74% OF TIME	75% TO 100% OF TIME
Sitting	X			
Standing			X	
Walking			X	
Bending/Stooping/ Squatting/Twisting	X			
Crawling	X			
Kneeling	X			
Reaching above of body	X			
Reaching away from body	X			
Climbing Stairs	X			
Climbing while working (ladder, stools, roofs, poles)	X			
Balancing	X			
Lifting &/Or Carrying objects:	X			
50 Pounds or 1/3 Bodyweight	X			
Pushing	X			
Pulling	X			
Grasping/ Gripping		X		
Handling	X			
Applying Torque (arms)	X			
Fine Manipulation	X			
Repetitive Work			X	
Weight Bearings	X			
Typing, Keyboarding, or Entering Data			X	
Computer Monitor/ CRT			X	
Driving a Vehicle			X	
Working Alone				X
Operating Machinery or Equipment:	X			
Heavy Equipment	X			
Vibrating Equipment	X			
Power Tools	X			
Machine/Electrical Hazards	X			
Ladders ≥ 6 Feet	X			
Personal Protective Equipment	X			
Respirator Use	X			
Work Conditions:	X			
High Noises	X			
Heights	X			
Confined Spaces	X			
Heat Stress	X			
Cold Stress	X			
UV Exposure	X			
Hazardous Chemical/Waste	X			
>8 Hrs Day	X			
Overtime/Irregular Hrs			X	
Senses:	X			
Eyes	X			
Visually Demanding Work	X			
Near Vision			X	
Far Vision	X			

Depth Perception	X			
Basic Color Discrimination	X			
Hearing Protection	X			
Speech Discrimination	X			
Audio Alarms	X			
Ability to Smell	X			

Equal Opportunity Employer

The Lyon County School District is an equal opportunity employer and will not knowingly discriminate in any area of employment. Those include discriminatory recruiting and hiring practices against any United States citizen or legal alien on the basis of race, color, creed, religion, sex, age, marital status, national or ethnic origin, disability, or any other protected class and shall extend to working conditions, training, promotion, and terms and conditions of employment.

Individuals with a disability who require reasonable accommodation(s) during any step of the screening process or who have questions about qualifications should notify a representative in Human Resources. Notification may be made in person, in writing, or by calling: (775) 463-6800.

I have read and understand the requirements of my job.

Employee Signature: _____ Date: _____

Administrator/Management Signature: _____ Date: _____