

TRUSSVILLE CITY SCHOOLS

JOB DESCRIPTION

JOB TITLE: Public Relations Specialist

REPORTS TO: Superintendent and/or Designee

JOB GOAL: Assists the Superintendent, Board, and District Leadership Team in executing the communication efforts of the district, and enhancing community relationships

MINIMUM QUALIFICATIONS:

- Bachelor's degree in journalism, communications, or related field
- Five (5) years' experience in one of the above fields
- Preferred experience in all K-12 school public relations domains
- Exceptional oral and written communication skills and presentation skills
- Strong analytical and decision-making skills
- Strong ability to be adaptive to and proficiently use current technology platforms.
- Ability to develop/maintain positive rapport and credibility with key stakeholder groups
- Ability to meet suitability criteria under the Alabama Child Protection Act of 1999 and Act No. 2002-457
- Such alternatives to the above qualifications as state, federal, and local law and the Board may require

DUTIES AND RESPONSIBILITIES:

1. Assists with and monitors District social media accounts/platforms
2. Manages the District's paid media efforts, including traditional and digital advertising platforms.
3. Demonstrates support for and clearly articulates the District's vision, mission, goals, and priorities
4. Anticipates the communication needs of the District
5. Manages all public records requests under the Freedom of Information Act
6. Assists District webmaster in managing content, brand, and navigation
7. Assists webmaster with training of school-level webmasters and communication team members
8. Works with District departments and schools on positive media placement
9. Develops school-based communication programs for school-level news promotions
10. Assists principals, administrators, and department heads with large-scale events

11. Serves on various District committees as needed and follows up with presentations, communications, and recognition activities.
12. Follows up on routine information requests from customers to include parents, citizens, and businesses
13. Recommends activities and promotional opportunities, and develops materials to enhance public understanding of the District
14. Adheres to local Board policies, administrative procedures, and other directives, as well as state, federal, and local laws.
15. Responds to inquiries, requests, constructive feedback, concerns and/or complaints in a timely and positive manner.
16. Visits schools and work sites, attends community and Board of Education events and meetings.
17. Reports potential problems unusual events, or work irregularities to appropriate administrative or supervisory personnel.
18. May be asked to teach in an adjunct capacity classes related to field of responsibility
19. Performs other job-related duties as assigned.

This job description describes the general nature and level of work performed by employees assigned to this position. It is not intended to be an exhaustive list of all job goals, qualifications, and responsibilities and the employee may be required to perform other related duties as assigned. The Trussville City Board of Education reserves the right to amend the job description as needed.

Board Approved: November 7, 2005

Amended: April 21, 2014; November 16, 2020 , April 15, 2024