

TITLE: **Community Relations Specialist**

QUALIFICATIONS: Bachelor's degree, or relevant experience in journalism, public relations, marketing, communications or related field.
Experience in marking/advertising, print operations, publications management, website management, social media, digital communications.
Excellent interpersonal skills and ability to communicate clearly with all stakeholders, including district leadership, staff, families, students, and community members.
Ability to manage multiple projects independently and work under deadlines.
Strong organizational and attention to detail.

REPORTS TO: Superintendent

JOB GOAL: To maintain positive public awareness of District #1.

PERFORMANCE RESPONSIBILITIES:

1. Serves as a resource to the Board of Education on matters of communication and community relations.
2. Communicate information to stakeholders on the behalf of the district for purposes of ensuring that an ongoing partnership between home and school is formed.
3. Builds and maintains the positive image of CCCUSD#1.
4. Handle distribution of publications of materials.
5. Provide the district a strategic direction and planning for media relations.
6. Create, manage, and update website content including calendars, events, news items, and classroom web stories, while working directly with staff, faculty, and students.
7. Develop and maintain district content for social media, while working directly with staff, faculty, and students.
8. In crisis situations assist the Superintendent with communication.
9. Availability during urgent/emergency situations as communication needs occur after hours.
10. Work directly with community partners and attend meetings during the day and the evenings.
11. Communicate, organize, and execute the building usage process with for the district.
12. Other duties as assigned by the administrative team.

TERMS OF EMPLOYMENT: 260 days

EVALUATION: Performance of the position will be ongoing by the Superintendent.