San Benito Consolidated Independent School District

Human Resource Office
240 N. Crockett St. • San Benito, TX 78586 • Phone: (956) 361-6150 • Fax: (956) 361-6291

Job Title:	Community Relations TV Liaison	**Exemption Status:**	Exempt
Reports to:	Director of Public Relations	**Pay Grade:**	01
Works with:	Staff/Students/Community	**Days:**	226
Dept./School:	District	**Date Revised:**	03/11/2020

Primary Purpose:

The primary role of the Community Relations TV Liaison is to maintain and comply with requests for public information. The Community Relations TV Liaison will also promote district events and the various special populations programs on a regular basis.

Prerequisites:

- Bachelor's Degree in Journalism, Communications, Marketing or a related field preferred.

Special Knowledge/Skills:

- Skills in writing and editing;
- Must demonstrate knowledge of the Public Information Act;
- Effective oral, written and interpersonal communication skills in both English and Spanish;
- Technologically literate with strong computer skills;
- Five years of experience with processing requests for public information;
- Experience in school communications highly desirable.

Major Responsibilities and Duties:

1. Processes open records requests in order to comply with the Texas Public Information Act.
2. Establishes and implements reasonable procedures for complying with open records requests and informs requestors of these procedures.
3. Treats all requestors of public information uniformly and gives to the requestor all reasonable comfort and facility, including accommodation in accordance with Americans with Disabilities Act (ADA) requirements.
4. Attends training related to the Public Information Act.
5. Remains informed about open records laws and educates district employees on the requirements of those laws.
6. Conducts interviews with appropriate individuals in order to obtain information to use in news releases and/or promotional materials for Special Populations Programs.
7. Produces and compiles news releases and news articles for district events and Special Populations Programs.
8. Produces and disseminates the district's staff newsletter, recruitment brochures and other publications.
9. Produces promotional materials (i.e. invitations, programs, etc.) for district events.
10. Photographs district events and activities as needed.
11. Promotes and publicizes district and Special Populations Programs events.
12. Assists in covering district events for promotion and publicity purposes.

13. Maintains documentation of all Special Populations activities.
14. Ensure adequate and accurate information reaches Special Populations groups.
15. Conducts oneself in a professional and ethical manner.
16. Demonstrates the ability to work well with others in a positive, productive manner.
17. Performs other tasks and duties as assigned by the Superintendent of Schools and Director of Public Relations.

Mental Demands/Physical Demands/Environmental Factors:

Tools/Equipment Used: Standard office equipment including personal computer and peripherals

Posture: Prolonged sitting; occasional bending/stooping, pushing/pulling, and twisting

Motion: Repetitive hand motions including frequent keyboarding and use of mouse; occasional reaching

Lifting: Occasional light lifting and carrying (less than 15 pounds)

Environment: May work prolonged or irregular hours

Mental Demands: Work with frequent interruptions; maintain emotional control under stress

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This document describes the general purpose and responsibilities assigned to this job and is not an exhaustive list of all responsibilities and duties that may be assigned or skills that may be required.

Employee Signature: _____ Date _____

Administrator Signature: Nate Carman, Ed.D Date 4/28/2020