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:	Director of Public Relations	**Exemption Status:**	Exempt
Reports to:	Superintendent	**Pay Grade:**	06
Works with:	Students/Staff/Community	**Days:**	226
Dept. /School:	KSBG TV Station	**Date Revised:**	06/17/2020

Primary Purpose:

The Director of Public Relations promotes positive relations between school district and the community. The director has the responsibility for implementing a district-wide Communications Plan through the dissemination of news and information about San Benito CISD to the appropriate audiences, including the news media, campuses and various public constituencies. The director prepares and provides information to the public about the activities, goals and policies of the district. The director distributes pertinent information about the district programs and events to the staff, students and community. The director has the responsibility for direction, supervision and review of performance and the coordination of activities for both the Community Relations Office and KSBG-TV 17.

Prerequisites:

- Bachelor's degree in Journalism, Communication or a related field;
- Five years of experience in school public relations; and
- Experience in television production work in an educational setting highly desirable.

Major Responsibilities and Duties:

1. Maintains a thorough knowledge and understanding of the district's programs.
2. Focuses on the district's communications efforts towards the accomplishments of the district's mission and attainment of the district's stated goals and objectives through the use of promotional, instructional and educational videos and print publications.
3. Understands the district's mission and communicates that mission with the community.
4. Promotes constructive public relations efforts between the school district and the community.
5. Writes, creates, produces and designs publications that are disseminated to the public and serve the purpose of promoting the district and district programs.
6. Plans, organizes, and coordinates the flow of information to the community pertaining to district programs, events and activities through the use of print media and video broadcast capabilities.
7. Serves as spokesperson for the district in discussing and answering complaints, concerns and criticisms of school patrons and citizens.
8. Produces and disseminates the district's newsletters and other internal and external publications as needed.
9. Effectively utilizes the media to articulate the district's philosophy and educational implementation strategies.
10. Actively participates in broadcast television production pertaining to the district's public access television station.
11. Confers with district personnel regarding newsworthy items and other matters related to publicizing events.
12. Conducts interviews and hosts talk shows for television broadcast purposes on Channel 17.
13. Establishes and maintains a close working relationship with newspaper, radio and television news media groups.
14. Works closely with A/V Production co-op students to provide hands-on training and experience.

15. Ensures that content is updated on a regular basis via the district's web page, Facebook page, KSBG-TV 17 and the district's YouTube Channel.
16. Prepares video scripts as needed.
17. Provides coverage and ensures promotion of district programs through the use of videos and promotional materials.
18. Supervises the production, distribution and approval of all news releases and sends news releases to the media on a regular basis.
19. Accepts responsibility for production of videos and printed materials.
20. Works closely with the Superintendent's Office and other staff members as needed to solve public relations problems, issues and concerns.
21. Assists with Open Records requests as needed.
22. Prepares statements on the district's behalf as needed by the Superintendent's Office.
23. Assists the Superintendent of Schools in explaining public opinion to the staff related to the school system.
24. Maintains open lines of communication with community organizations.
25. Serves as liaison with community groups and meets collectively or individually with community leaders as needed.
26. Participates in community activities that foster rapport and mutual respect between the district and the larger community.
27. Speaks at public meetings on issues of general or specific pertinence related to the district at the request of the Superintendent of Schools.
28. Prepares a monthly Superintendent's Advisory Council Report.
29. Prepares a monthly Board Report.
30. Prepares, recommends and implements budgets for the district's communication services and prepares departmental financial reports as needed.
31. Attends staff development training as needed to develop professional skills appropriate to job assignment.
32. Participates in professional staff development programs to enhance job performance.
33. Performs other tasks and assumes such responsibility as may be assigned.

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: _____ Date _____