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:	Public Info/Communication Specialist	**Exemption Status:**	Exempt
Reports to:	Director of Public Relations	**Pay Grade:**	01
Works with:	Staff/Students/Community	**Days:**	226
Dept./School:	District	**Date Revised:**	05/29/2019

Primary Purpose:

To provide support for the District's Public Relations/KSBG-TV Department by working with staff to design, edit, and/or produce a variety of publications; provide creative and technical writing skills and expertise as requested; provide updates for the district webpage and social media platforms and assist in the coordination of special events, campaigns or initiatives.

Prerequisites:

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

Special Knowledge/Skills:

- Skills in writing and editing;
- Knowledge of the Texas Public Information Act;
- Effective oral, written and interpersonal communication skills in both English and Spanish;
- Technologically literate with strong computer skills;
- Three years of experience with processing requests for public information or comparable experience in handling confidential documentation (i.e. student education records – The Family Educational Rights and Privacy Act (FERPA) and/or medical information – The Health Insurance Portability and Accountability Act of 1996 (HIPPA)
- 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. Produces and disseminates the district's staff newsletter, recruitment brochures and other publications.
7. Produces promotional materials (i.e. invitations, programs, etc.) for district events.
8. Photographs district events and activities as needed.

9. Promotes and demonstrates a positive image and rapport with district staff, students, parents and community.
10. Provides support for the district's Public Relations Department/KSBG-TV activities designed to promote and enhance public awareness of the school district through media relations, publications, advertising, marketing and special events.
11. Assists in managing the district's social media platforms.
12. Assist with the production of promotional materials for the district.
13. Contributes in the gathering of information and district storytelling efforts, which involves interacting with patrons at many levels.
14. Assist with writing and editing of materials and projects.
15. Translates the district's promotional and informational materials as needed.
16. Assists in covering, planning and coordinating district events for promotion and publicity purposes.
17. Assist with district wide initiative and projects.
18. Maintains documentation of all Public Information records.
19. Conducts oneself in a professional and ethical manner.
20. Demonstrates the ability to work well with others in a positive, productive manner.
21. 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 6/14/19