Poudre School District

HUMAN RESOURCES DEPARTMENT

JOB DESCRIPTION

Job Title:	**Public Relations & Media Coordinator**	FLSA Status:	**Exempt**
Job Family:	**Support Services**	Pay Range:	**SS30Y**
Prepared/Revised Date:	**February 7, 2025**	Job Code:	**34505**

SUMMARY: Responsible for managing media relationships, developing and distributing press materials, and overseeing external narratives to enhance the district's reputation. This role collaborates with schools and department to proactively promote district successes while also handling crisis communication.

ESSENTIAL DUTIES AND RESPONSIBILITIES: *To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Frequency of duties, percent of time and work year may vary based on department or building assignment. This job description is not intended to be all inclusive and the employee will also perform other reasonably related duties as assigned by the supervisor.*

1. Build and maintain relationships with journalists, media outlets, and influencers to increase coverage of district initiatives and achievements.
2. Write and distribute press pitches, media statements, and feature stories that highlight the district's success.
3. Serve as a point of contact for media inquiries, coordinating interviews, and providing accurate information.
4. Collaborate with schools and departments to identify, pitch, and develop positive story opportunities for external and internal promotion.
5. Develop and implement media strategies to increase coverage of district events, programs, and initiatives.
6. Support public relations efforts during crisis situations, ensuring consistent, accurate, and timely communication.
7. Monitor and analyze media coverage and community sentiment to identify opportunities or address concerns.
8. Perform other duties as assigned.

EDUCATION AND RELATED WORK EXPERIENCE:

- Bachelor's degree in journalism, public relations, marketing, communications, graphic design, technical writing, or related field
- Three to five years of professional experience in public or media relations
- Three to five years of professional crisis and emergency communications experience
- Equivalent combination of education and experience acceptable

LICENSES, REGISTRATIONS or CERTIFICATIONS:

- Criminal background check required for hire

TECHNICAL SKILLS, KNOWLEDGE & ABILITIES:

- Exceptional writing, editing, and interpersonal communication skills
- Proficiency in crafting strategic messaging and managing public relations efforts
- Strong understanding of media relations practices, including proactive pitching and crisis management
- Strong understanding of emergency management and communication
- Ability to conduct media training and coaching for leadership
- Knowledge of analytics tools to track media coverage and community sentiment
- Ability to handle multiple projects under tight deadlines with precision and professionalism
- Familiarity with digital and traditional media channels
- Proficient in AP Style and other professional writing standards
- Strong collaborative skills to work with diverse teams across schools and departments
- Ability to maintain confidentiality in all aspects of the job
- Ability to diffuse and manage volatile and stressful situations
- Ability to work as a team player
- Ability to maintain honesty and integrity in all aspects of the job
- Ability and willingness to adhere to attendance requirements, including regular and punctual employee presence
- Ability to promote and follow Board of Education policies, District policies, administrative guidelines and building and department procedures
- Ability to communicate, interact and work effectively and cooperatively with people from diverse ethnic and educational backgrounds
- Ability to recognize the importance of safety in the workplace, follow safety rules, practice safe work habits, utilize appropriate safety equipment, and report unsafe conditions to the appropriate administrator

MATERIALS AND EQUIPMENT OPERATING KNOWLEDGE:

- Operating knowledge of and experience with personal computers and peripherals
- Operating knowledge of and experience with Microsoft Office, Adobe products (Acrobat, Creative Suite) and Drupal (or other web editors), and digital photography/editing platforms
- Operating knowledge of and experience with standard office equipment, such as telephones, copier, fax machine, E-mail, etc.

REPORTING RELATIONSHIPS & DIRECTION/GUIDANCE:

	POSITION TITLE	# of EMPLOYEES
Reports to:	Executive Director of Communications	
Direct reports:	This job has no direct supervisory responsibilities.	

STANDARD PHYSICAL DEMANDS & WORKING CONDITIONS: *Poudre School District is committed to the full inclusion of all qualified individuals. As part of this commitment, Poudre School District will ensure that qualified individuals with disabilities are provided reasonable accommodations. If reasonable accommodation is needed to participate in the job application or interview process, to perform essential job functions, and/or to receive other benefits and privileges of employment, please contact ada@psdschools.org.*

PHYSICAL ACTIVITIES:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Stand		X		
Walk		X		
Sit				X
Use hands to finger, handle or feed		X		
Reach with hands and arms		X		
Climb or balance	X			
Stoop, kneel, crouch, or crawl	X			
Talk				X
Hear				X
Taste	X			
Smell	X			

WEIGHT and FORCE DEMANDS:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Up to 10 pounds		X		
Up to 25 pounds	X			
Up to 50 pounds	X			
Up to 100 pounds	X			
More than 100 pounds	X			

MENTAL FUNCTIONS:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Compare				X
Analyze				X
Communicate				X
Copy		X		
Coordinate				X
Instruct		X		
Compute		X		
Synthesize			X	
Evaluate			X	
Interpersonal Skills				X

MENTAL FUNCTIONS:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Compile				X
Negotiate		X		

WORK ENVIRONMENT:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Wet or humid conditions (non-weather)	X			
Work near moving mechanical parts	X			
Work in high, precarious places	X			
Fumes or airborne particles	X			
Toxic or caustic chemicals	X			
Outdoor weather conditions	X			
Extreme cold (non-weather)	X			
Extreme heat (non-weather)	X			
Risk of electrical shock	X			
Work with explosives	X			
Risk of radiation	X			
Vibration	X			

VISION DEMANDS:	Required
No special vision requirements.	
Close vision (clear vision at 20 inches or less)	X
Distance vision (clear vision at 20 feet or more)	X
Color vision (ability to identify and distinguish colors)	X
Peripheral vision	X
Depth perception	X
Ability to adjust focus	X

NOISE LEVEL:	Exposure Level
Very quiet	
Quiet	
Moderate	X
Loud	
Very Loud	