

Columbia Public Schools

Excellence in Education for All Students

Job Description

POSITION PROPERTIES

Position Title: Community Relations Manager

Schedule / Grade: Salaried Support / 5

Job Code: 01ADSUP281

FLSA: Exempt

Calendar: ADSUP-S

Benefits: Eligible (Retirees not Eligible)

Contract Type: Notification

Bargaining Unit: None

Revised Date: 09/05/2025

PURPOSE

This position assists the Chief Communications Officer with planning, coordinating and implementing public relations and communication priorities. Promote the District's image in a positive and community-oriented way through internal and community events, outreach programs and awareness initiatives. Work with the Chief Communications Officer to ensure communication strategies and plans are carried out.

ESSENTIAL RESPONSIBILITIES AND DUTIES

- Serve as the liaison for the business partnership program (Partners in Education) including developing and maintaining positive relationships with community representatives, attending meetings and events, recruiting and developing new partnerships, and ensuring successful partners in education programs with all schools. Utilizing independent judgment, determining selection of new partners to support district and school goals, negotiating partnership agreements, and managing expenses.
- Coordinate volunteer program including consult with recruit and place volunteers throughout the district. Assess volunteer's interests, skills and commitment level. Ensure knowledge of district-wide volunteer opportunities. Maintain effective communication with schools, departments and volunteers.
- Manage and coordinate the district's mentoring partnerships with community organizations and the operations and management of mentors provided for scholars through a district-operated school-based mentoring program. Management of the district's program includes the establishment of operational guidelines, ensuring board

policy and district procedures are followed, providing training for identified mentors, managing and maintaining the matching of mentors and mentees, and managing program evaluation.

- Plan and coordinate a variety of community relations events. Coordinate logistics, meet with sponsors, manage event within the established scope and budget, etc. Examples include Partners in Education annual celebration event, partner kick-off and appreciation events, CPS Foundation, Junior Achievement, various school-community engagement activities, etc. May serve as photographer for events.
- In collaboration with community relations creative team, assist with the planning, development and dissemination of materials which promote community awareness and the districts mission. Write or select materials, respond to media inquiries, promote initiatives internally and externally, ensure positive presence on social media, update websites, create or maintain newsletters and other publications.
- Manage and distribute as appropriate financial and in-kind donations.
- Serve on community committees and represent the district in civic organizations as designated by the Chief Communications Officer

Perform other duties as necessary to support the mission and vision of Columbia Public School District.

DISTRICT EXPECTATIONS

All employees of the District are expected to adhere to the policies and regulations of the Board of Education, maintain appropriate certification and competencies necessary for the position, and demonstrate the values of the district at all times. For information on policies, regulations and values, visit <http://www.cpsk12.org>.

REPORTING RELATIONSHIPS

Reports To: Chief Communications Officer

Supervises: None

QUALIFICATIONS

Minimum: Bachelor's degree in public relations, communications, business or marketing plus three (3) years of related experiences; or a combination of education and related experience.

Preferred: Previous experience in public school/community relations.

Ideal Candidate: Previous work that demonstrates media relations, community partnerships, and creative design. Excellent communication, critical thinking and decision-making skills. Professional and friendly demeanor with a demonstrated ability to work well with a variety of individuals while promoting positive district image at all times.

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, skills and abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

ADA REQUIREMENTS

Language: Present information to teachers, staff, other administrators, and boards. Respond to common questions and concerns. Interview students, staff, and teachers. Read, analyze, and interpret professional journals, memoranda, policies, administrative procedures, and statutes. Write business correspondence, including staff memoranda and newsletter articles. Keep information confidential when required by law, policy, or the nature of a particular situation.

Computation: Work with mathematical concepts, such as probability and statistical inference, and analyze data for instruction. Apply concepts such as fractions, percentages, ratios and proportions to practical situations. Perform computer word processing (including spreadsheets) and internet research. Access and create reports using the Districts student information software and databases.

Reasoning: Define problems, collect data, establish facts, and draw valid conclusions. Solve a variety of problems in many different situations. Interpret instructions presented in written, oral, diagram or schedule form. Demonstrate executive functions such as planning, organizing, remembering, and regulating information and behavior as they pertain to student performance and achievement.

Technology: Present information using a variety of media/technology sources. Access and create reports using the District's student information software and databases. Readily utilize smart boards, projectors and other instructional technology provided by the district. Adhere to all District policies and procedures regarding technology use. These are essential functions of the job.

Physical demands: Requires sedentary work involving standing or walking for brief periods, exerting up to 10 pounds of force on a regular basis, and considerable dexterity in operating office equipment. Consistent and regular attendance is an essential function of this position including attend Board meetings, student activities and events. Weekends or in evening hours are common.

Environmental conditions: The work environment is consistent with a typical office environment; however, they will occasionally be outside in temperatures below freezing and above 100 degrees. The individual who holds this position is frequently required to work irregular or extended hours.

Prospective and current employees with disabilities are encouraged to contact human resources to discuss reasonable accommodations to perform the essential job functions.

Equal Opportunity Employer