

## POSITION ANNOUNCEMENTS

The Alexander City Board of Education is accepting applications for the following position:

JOB TITLE:	<b>Public Relations Specialist</b>
LOCATION:	Central Office
QUALIFICATIONS:	<ol style="list-style-type: none"><li>1. Preferred Bachelor's degree from an accredited four-year college or university with a concentration in the possible areas of business administration, public administration, marketing, public relations, human resources, or education</li><li>2. Preferred (3) three years of successful work experience in related field</li><li>3. Such alternatives to the above as the Board may find acceptable</li></ol>
SALARY:	\$48,000.00 - This is a contracted position with no benefits
JOB DESCRIPTION:	See Attached
TERMS OF EMPLOYMENT:	202 days
APPLY TO:	Applications must be submitted through TEACH IN ALABAMA at the below link:  <a href="https://ats1.searchsoft.net/ats/app_login.shtml?COMPANY_ID=00008500">https://ats1.searchsoft.net/ats/app_login.shtml?COMPANY_ID=00008500</a>
POSTED:	March 27, 2019
DEADLINE	Minimum of 7 days or until filled

**ALEXANDER CITY SCHOOLS**  
**JOB DESCRIPTION**

**JOB TITLE: Public Relations Specialist**

REPORTS TO: Superintendent

SUPERVISES: Not Applicable

**QUALIFICATIONS:**

1. Preferred Bachelor's degree from an accredited four-year college or university with a concentration in the possible areas of business administration, public administration, marketing, public relations, human resources, or education
2. Preferred (3) three years of successful work experience in related field
3. Such alternatives to the above as the Board may find acceptable

**KNOWLEDGE, SKILLS AND ABILITIES:**

1. Excellent leadership skills
2. Excellent verbal and written communication skills
3. Strong interpersonal skills
4. Excellent computer skills
5. Excellent organizational skills
6. Proficiency in research, interpreting, and analyzing diverse data
7. Ability to work both collaboratively and independently to achieve stated goals
8. Ability to effectively work with stakeholders to engage them in the fundraising process

**JOB GOAL:**

To enhance the public relations and communication of the Alexander City Schools (ACS) and Alexander City Schools Education Foundation (ACSEF) through positive social media and multi-media management activities and enhancing community relationships and managing both organization's brands.

**PERFORMANCE RESPONSIBILITIES:**

**FOR ALEXANDER CITY SCHOOLS**

1. Demonstrates support for and clearly articulates the District's vision, mission, goals and priorities.
2. Anticipates communication needs and serves as a spokesperson for the District.
3. Serves as District liaison for all media outlets.
4. Develops/executes comprehensive annual communications plan.
5. Mentors/trains school-level webmasters and communication team members.
6. Develops school-based communication programs for school-level news promotions.
7. Coordinates with area law enforcement and District personnel on District crisis plan.
8. Manages, monitors and leverages District social media accounts.
9. Follows up on routine information requests from stakeholders to include parents, citizens, and businesses.
10. Recommends activities and promotional opportunities and develops materials to enhance public understanding of the District.
11. Vigorously publicizes student, faculty and staff achievements.

**FOR ALEXANDER CITY SCHOOLS EDUCATION FOUNDATION**

12. Support existing and planned programs and initiatives for ACSEF.
13. Collect, analyze, and report data on funds raised through ACSEF activities.

14. Collect, analyze, and report data on the performance of program activities that are funded by the ACSEF.
15. Prepare or oversee the preparation of all required reports and maintain all appropriate records.
16. Direct and oversee the ACSEF fundraising goals, including: major gift solicitation, planned giving, special events, annual giving campaigns, and donor relations.
17. Create and implement a marketing plan to inform and engage the community with the ACSEF.
18. Manage and monitor day-to-day operations of the ACSEF ensuring fiscal accountability and the maintenance of records.
19. Maintain a database for donors and potential donors.
20. Oversee ACSEF funded programs, prepare annual budgets, develop annual goals and fund development plan, monitor program revenue and expenses in relation to budget.
21. Serve as a liaison between the ACSEF Board of Directors, ACS BOE, volunteers, principals, and community groups.

**BOTH ACSEF and ACS**

22. Works with ACSEF and ACS to maintain positive media placement.
23. Maintain and enhance the ACSEF and ACS website, managing content, brand and navigation.
24. Represent the ACSEF and ACS at community events.
25. Maintain a strong presence in the community.
26. Perform other duties as assigned by the Superintendent.

**PHYSICAL REQUIREMENTS:**

N/A

**TERMS OF EMPLOYMENT:**

Length of the work year and hours of employment shall be those established by Board Policy or employment contract.

**EVALUATION:**

An initial 90-day evaluation will be conducted in partnership by the ACSEF and the Superintendent. Annual evaluation of job performance will be conducted in accordance with the current requirements set forth by the policy of the Alexander City Schools.

***It is the policy of the Alexander City Board of Education that no person shall, on the grounds of race, color, disability, sex, religion, creed, nationality, origin, or age be excluded from participation in, be denied the benefits of, or be subjected to discrimination under program, activity, or employment.***

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Approved by Human Resources: \_\_\_\_\_ Date: \_\_\_\_\_