

# SCHOOL DISTRICT OF NEWBERRY COUNTY

## JOB DESCRIPTION

**TITLE:** Coordinator of Community Relations

**FLSA:** Exempt

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### GENERAL SUMMARY

Plans, directs, and implements a program of community relations to develop public awareness and goodwill toward the school district. Coordinates, writes and produces a variety of internal and external publications. Assures a standard look for all school district publications. Prepares news releases and feature stories for all press, radio and television outlets. Responds to media and other requests for information about events within the school district. Participates in the planning and organization of special events, open houses, dedications, displays and tours. Represents school district at professional/civic service organizations as required. Coordinates and supervises all marketing research for school district. Performs other related duties as assigned or requested. Reports to the Executive Director of Human Resource Services

### ESSENTIAL FUNCTIONS

Plans and maintains media relations and flow of information; writes news releases; prepares district publications; arranges for media interviews; answers public (business and parent) inquiries. Prepares and distributes accurate Public Service Announcements (PSA's) that explain important decisions and publicity articles for all school district events and activities on a timely basis to all media outlets in the market area.

Represents or arranges for school district representation on all local radio and television outlets as required.

Coordinates, writes and produces a variety of other internal and external publications, newsletters, handbooks, catalogs, and brochures. Prepares informational brochures for employees and visitors.

Reviews all department external publications to assure quality and standard corporate look.

Makes presentations for the school district as requested by community. Coordinates speaking engagements of other administrative personnel.

Provides recognition programs to stimulate positive morale among employees and assists with employee-related district events.

Supports teacher recruitment efforts.

With needed input, develops and executes marketing plans and programs, both short and long range, to ensure profit growth and expansion of district products and services.

Under the direction of administration, develops and manages special community events and projects that support the mission of the school district.

Maintains professional growth and development through seminars, workshops and professional affiliations to keep abreast of latest trends in field of expertise.

Under the direction of administration, serves as official spokesperson for the school to the media on school events and news stories; determines the appropriateness of media requests for information and formulates the content, timing, and manner of media releases, in conformance with school district codes of ethics.

Successfully coordinates the School/Business Partnership Program.

Attends and reports on all school board meetings; writes speeches as requested; conducts surveys and public opinion polls; represents the District at various events as designated. Disseminates and distributes to appropriate media and personnel all actions and decisions taken by the School Board.

Recruits volunteers and coordinates the School Volunteer Program; encourages community and parental involvement and partnerships with schools.

Operates general office and audio-visual equipment such as a copier, computer, camera, video camera and editing equipment, scanners, calculator, etc.

Performs other related duties as requested or assigned.

## **JOB SPECIFICATIONS**

### **Education and Experience:**

Bachelor's degree in Journalism or a related discipline with three to five years of experience in public relations; or any equivalent combination of education and experience that provides the required knowledge, skills, and abilities.

### **Knowledge:**

Knowledgeable of all effective journalism and development/implementation of public relations programs. Knowledgeable of audio-visual equipment and how to produce multi-media productions. Strong knowledge of word processing, e-mail, spreadsheets, electronic file management, and reporting and presentation software. Knowledgeable of Internet communications and has basic knowledge of effective web page design and production approaches. Knowledge of the records, forms and reports which must be prepared and maintained. Has thorough and comprehensive knowledge of all aspects of the District's community relations efforts.

### **Skills/Effort:**

Ability to apply effective independent discretion in developing and or releasing information on behalf of the District. Ability to operate general office equipment in the performance of daily activities. Ability to effectively apply knowledge of journalism and multi-media communications. Ability to communicate effectively with media, students, parents, district staff, government agencies and all other groups involved in the activities of the job. Ability to identify effective strategies for public relations programs. Ability to create electronic reports and presentations, use the internet efficiently, communicate electronically via e-mail, and manage electronic data and files in an organized manner.

### **Working Conditions:**

Office and field environments with limited exposure to environmental and weather conditions of heat, cold, noise, dusts, wetness, etc. Physical demands are restricted to field activities requiring movement/lifting items weighing up to fifty pounds. Routine local travel required; occasional overnight travel required. Requires ability to work under a degree of stress related to duties that require considerable attention and meeting deadlines.

### **Responsibility:**

No direct responsibility for budget.

No direct supervisory responsibility.

**DISCLAIMER STATEMENT**

This job description is not intended as a complete listing of job duties. The incumbent is responsible for the performance of other related duties as assigned/required.

**SIGNATURES:**

_____	Date: _____
_____	Date: _____
_____	Date: _____