

Sunflower County Consolidated School District

Miskia Davis, Superintendent

"United For Excellence"



JOB DESCRIPTION

TITLE: Public Relations Clerk

QUALIFICATIONS:

- Bachelor's or Master's degree in related field
- Able to perform all tasks identified in this job description
- Ability to travel between all campuses
- Good physical condition with the ability to lift 10 pounds

REPORTS TO: Director of Personnel & Accountability

SUPERVISES: N/A

JOB GOAL: Under the directive of the Director of Personnel, the Public Relations Clerk is responsible for providing effective written and oral communications to the community to support current and future initiatives and to assist in the development of marketing strategies and creating plans and activities to enhance the relationship between the district and community. All activities will be conducted while promoting and supporting the Sunflower County Consolidated School District major initiatives.

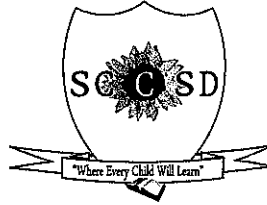
PERFORMANCE RESPONSIBILITIES:

- Perform office tasks such as receiving department calls, entering requisitions, and other office duties as directed by the supervisor
- Assist with the development and execution of media plans (update annually)
- Manage and coordinate all elements of public relations events
- Support and/or attend district/community events as a representative of the Public Relations Department
- Ensure that all photos, news articles, and other items to be published on the website are properly formatted and submitted to the Webmaster in a timely manner.
- Coordinate all aspects of the school district's publications such as external and internal newsletters, brochures, bulletins, letters, handbooks, etc.
- Manage and update (*consistently*) all district social media sites
- Assist with the facilitation of communication about institutional advancement such as strategic planning, organizational change, budgeting, and bond issue campaigns, etc.
- Assist with the coordination and data analysis of all district surveys
- Assist with the coordination and implementation of all student, faculty, and staff recognition events
- Serve as a help desk for parents and community searching for district information
- Vigorously publicize student, faculty, and staff achievements
- Assist in conducting recognition programs for employees and students
- Invite local media outlets to District programs and initiatives
- Serve as a liaison between the Superintendent and the media
- Provide Superintendent with weekly list of community activities in all communities served
- Schedule meetings with local community leaders at the request of the Superintendent

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- Highlight positive happenings in the District consistently, without provocation
- Work with Athletic Director to garner media attention for athletic events
- Work with Curriculum Director to garner media attention for academic events
- Perform such other tasks and assumes such other responsibilities as requested by his/her supervisor(s)

TERMS OF EMPLOYMENT: Salary and work year established by SCCSD School Board.

EVALUATION: Performance of this job will be evaluated bi-annually by the Superintendent's designee.

Approved by: SCCSD School Board Date: _____

Reviewed and agreed to by: _____ Date: _____
(Employee)

_____ Date: _____
(Supervisor)