



EMPLOYEE NAME: \_\_\_\_\_

Revised: 6/03; 5/08; 10/12; 1/18; 9/22; 5/25

## JOB DESCRIPTION

<b>POSITION TITLE:</b> Public Relations Specialist	<b>JOB CODE:</b> 488F
<b>DIVISION:</b> Chief Strategy & Accountability Officer	<b>SALARY SCHEDULE:</b> Professional/Supervisory Support
<b>DEPARTMENT:</b> Communications	<b>WORKDAYS:</b> Annual Operational Personnel
<b>REPORTS TO:</b> Content & Marketing Director	<b>PAY GRADE:</b> Level H (NK08)
<b>FLSA:</b> Exempt	<b>Pay Frequency:</b> Monthly
<b>PRIMARY FUNCTION:</b> Assists in the development and implementation of the district's public relations strategies and communications initiatives with the support of communications technologies to promote awareness, engagement, and support among stakeholders.	
<b>REVISION DATE(S):</b> 5/25	

### REQUIREMENTS:

1.	Educational Level: Bachelor's Degree or higher in Communications, Public Relations, Journalism, English, or a related field preferred or its equivalency (2 years similar work level experience = 1 years of college) a combination of experience and education may be used to meet the bachelor's degree requirement
2.	Certification/License Required: None
3.	Experience: 2 years experience related to the assigned communications platform(s); strong writing and proofreading experience; relevant college experience or internships may be considered as a substitute.
4.	Physical Activities: Routine physical activities that are required to fulfill job responsibilities
5.	Knowledge, Skills, & Abilities: Excellent written and oral communication; proven ability to work successfully within teams; ability to build relationships and develop and implement plans for improved communication with internal and external stakeholders using assigned delivery platform(s); background in communications technologies, experience with public relations strategies, storytelling, and communications tools/platforms

*The Board of Education and the Superintendent may accept alternatives to some of the above requirements.*

### ESSENTIAL DUTIES:

1.	Demonstrates prompt and regular attendance.
2.	Provides the highest level of customer service while delivering public relations support to both internal and external stakeholders.
3.	Works collaboratively with department staff, other departments/divisions as assigned, schools and community partners to identify, develop and incorporate delivery of information through a variety of communications platforms.
4.	Contributes public relations content to one or more communications platform(s) with a focus on continual improvement.
5.	Uses public relations talents, skills, and available resources to develop and incorporate content into the assigned communications platform(s).
6.	Establishes and implements processes and protocols for the ongoing implementation of public relations campaigns via the assigned communications platform(s).
7.	Ensures that all information presented through the assigned communications platform(s) is current and accurate.
8.	Assists local schools with communications needs using the appropriate communications platforms

9.	As applicable, collaborates with district leadership to develop products that promote the district's strategic public relations communications campaigns. Including assisting with event coverage.
10.	Reviews, evaluates and recommends equipment, supplies, o tools, and resources to enhance public engagement and communications.
11.	Collaborates with department staff and other departments/divisions to ensure optimal and engaging storytelling to support the district's strategic goals.
12.	Engages in continuing professional development to enhance knowledge and expertise in current and future communications trends.
13.	Assists with Board of Education meeting functions, as necessary.
14.	Evaluates, reviews and summarizes performance outcomes for continual improvement.
15.	Performs other duties as assigned by the appropriate administrator.

Signature of Employee \_\_\_\_\_ Date \_\_\_\_\_

Signature of Supervisor \_\_\_\_\_ Date \_\_\_\_\_