



Job Title: Coordinator – Public Relations

Position Description

To perform this job successfully, an individual must be able to perform the essential job functions consistently and to the satisfaction of the employer. Reasonable accommodations may be made for qualified disabled individuals. This job description is not an exhaustive list, as employees may be required to perform duties not specifically designated within this document, at the employer's discretion. The Escambia County School District reserves the right to modify or interpret this job description as needed.

FLSA Status: Exempt
Reports to: Appropriate Supervisor or Designee
Supervises: Appropriate Staff as required
Pay Grade: Professional – 6

APPROVED
ESCAMBIA COUNTY SCHOOL BOARD

JUNE 20, 2017

MALCOLM THOMAS, SUPERINTENDENT
VERIFIED BY RECORDING SECRETARY

JOB SUMMARY

The purpose of this position is to plan, develop, and implement a public relations program that will increase the public's knowledge, awareness, and appreciation of District and school operations including involvement and support of all community constituents which our schools serve including internal and external communication processes; and to plan, develop, and implement methods for increasing public knowledge and awareness of available opportunities for involvement with and support of individual schools.

ESSENTIAL JOB FUNCTIONS

- Creates and distributes the District 411 Newsletter and weekly emails of events and news; prepares news releases.
- Updates District calendar.
- Manifests a professional code of ethics and values.
- Models the routine, intentional, and effective use of technology in daily work, including communications, organization, and management tasks.
- Plans and develops a system of feedback and evaluation regarding the effectiveness of the District's public relations as perceived by the users of the service.
- Provides the planning, development, implementation, and maintenance of a community and media relations program that will increase the public's awareness of the District's goals including the degree to which these goals are achieved.
- Assists in the planning, development, and implementation of strategies facilitating the distribution of District information to parents and the community at large.
- Assists in the implementation of internal and external communications regarding critical issues, functions, and achievements of the District and individual schools.
- Attends training to ensure skill level in various technologies is at the level required to perform in current position.
- Performs self-development and keeps up-to-date on current research, trends, and best practices relevant to the area of responsibility.
- Interacts with parents, outside agencies, businesses, and the community to enhance understanding of District initiatives and priorities as well as to elicit support and assistance.
- Keeps the Superintendent informed of potential problems or unusual events.

- Disseminates information and current research to appropriate personnel.
- Keeps well-informed about current trends and best practices in areas of responsibility.
- Develops annual goals and objectives consistent with and in support of District goals and priorities.
- Maintains a network of peer contacts through professional organizations.
- Attends training sessions, conferences, and workshops to keep abreast of current practices, programs, and legal issues.
- Maintains confidentiality regarding all matters.
- Maintains positive relationships with staff.
- Prepares or oversees the preparation of all required reports and maintains appropriate records.
- Serves on District, state, or community councils or committees as assigned or appropriate.
- Represents, consistently, the District in a positive and professional manner.
- Initiates media story ideas, coordinates media requests, and monitors media coverage of issues, events, and trends involving the District; corrects all factual errors in media reports when necessary and appropriate.
- Performs other duties as assigned.

MINIMUM REQUIREMENTS

- Master's Degree from an accredited educational institution in Communications, Public Relations, Journalism, or a related field, or an equivalent combination of training and experience.
- Minimum of five (5) years of progressively responsible experience in news media, public relations, or a related field, of which a minimum of two (2) years must have been in a supervisory or management capacity.
- Accreditation in public relations is desirable.
- Qualifications may vary from the above requirements to such a degree as the Superintendent determines is necessary and appropriate to ensure properly qualified personnel in each specialized assignment.

KNOWLEDGE, SKILLS, AND ABILITIES

- Requires the ability to display knowledge of the school system and the political arena impacting public schools.
- Requires the ability to display knowledge of accepted principles of public relations in a school setting.
- Requires the ability to display knowledge of local, state, and national media outlets.
- Requires the ability to display possession proven excellent communication skills, both oral and written.
- Requires the ability to address multiple priorities and perform multiple school functions.
- Requires the ability to display knowledge of state and federal statutes regarding public education.
- Requires the ability to display knowledge of news release writing and practices for dissemination to print and electronic media.
- Requires the ability to display knowledge of the principles of layout, design, and desktop publishing.
- Requires the ability to display knowledge of web page design.

- Requires the ability to organize work around broad organizational goals and processes.
- Requires the ability to use small office equipment and computers.

PHYSICAL DEMANDS

Light work: Exerting up to 20 pounds of force occasionally and/or up to 10 pounds of force as frequently needed to move objects. The work also requires the following physical abilities in order to perform the essential job functions: balancing, hearing, mental acuity, repetitive motion, speaking, standing, talking, visual acuity, and walking.

WORKING CONDITIONS

Employees in this position work in a safe and secure work environment that may periodically have unpredicted requirements or demands.

Date of Board Approval: June 20, 2017, effective July 1, 2017

Date of Revision: