Community Relations Specialist

Purpose Statement
The job of Community Relations Specialist is done for the purpose/s of coordinating communications
information on behalf of the school system through a variety of media formats, serving as liaison for the
District and facilitating community outreach with the community and business partners.

This job reports to Superintendent of Schools

Essential Functions
- Advises school board, staff and administrators when delivering messages to the media for the purpose
  of promoting a positive image of the District during times of crisis.

- Compiles data from a wide variety of sources (e.g. staff, public agencies, media, etc.) for the purpose of
  analyzing issues, ensuring compliance with established polices and procedures, and/or monitoring
  program components.

- Coordinates media interviews for the purpose of keeping the media informed of the correct information
  concerning District activities.

- Coordinates a variety of activities (e.g. recognition programs, special events, media relations, community
  relations phone notification system, etc.) for the purpose of delivering services in compliance with
  established guidelines.

- Develops long and short range plans in relation to assigned administrative responsibilities for the
  purpose of ensuring organizational objectives are achieved in the most efficient and timely manner.

- Develops content for multiple communication channels and various audiences for the purpose of
  establishing a broad base of recipients for district communications.

- Directs the implementation of existing and new programs/services through a personal involvement (e.g.
  e-mail, newsletter, media, relations, social media, community relations, phone notification system, etc.)
  for the purpose of ensuring information about new programs/services are provided within established
  time frames in compliance with all related requirements.

- Facilitates meetings that may frequently involve a range of issues (e.g. personnel actions, financial
  procedures, regulatory requirements, community involvement, actions involving outside agencies,
  interdepartmental needs, etc.) for the purpose of identifying appropriate actions, developing
  recommendations, supporting other staff and serving as a District representative.

- Maintains positive relations with students, principals, parents, school board, staff and community for the
  purpose of unifying efforts of all concerned.

- Manages assigned program and/or departmental responsibilities for the purpose of achieving outcomes
  in relation to organizational objectives and ensuring compliance with legal, financial and District
  requirements.

- Participates in meetings, workshops, trainings, and seminars (e.g. workshops, district committees,
  seminars, conferences, etc.) for the purpose of conveying and/or gathering information required to
  perform functions.

- Prepares a wide variety of often complex materials (e.g. plans, budgets, funding requests, event
  programs, news releases, parent and community letters, etc.) for the purpose of documenting activities
  and issues, meeting compliance requirements, providing audit references, making presentationes,
  and/or providing supporting materials for requested actions.
- Presents information on a variety of topics related to administrative responsibilities (e.g. financial information, overviews of programs/services, policies and procedures, news releases, parent and community letters, etc.) for the purpose of providing general information, training others, and/or implementing actions.

- Researches information required to manage assignments including, reviewing relevant policies, current practices, etc. for the purpose of ensuring compliance with relevant requirements, securing general information for planning, taking appropriate actions, and/or responding to requests.

- Responds to emergency situations both during and after normal working hours for the purpose of receiving and conveying information needed for effective decision making.

- Serves as a liaison between the district and media for the purpose of ensuring accurate information is disseminated.

- Supports and advises other upper level administrators for the purpose of collaborating with these administrators in achievement of departments, programs and district goals.

- Trains administrators, staff, school board, teachers for the purpose of teaching them community relations and how to interact with the media.

Other Functions
- Performs other related duties as assigned for the purpose of ensuring the efficient and effective functioning of communications strategies.

Job Requirements: Minimum Qualifications

Skills, Knowledge and Abilities

SKILLS are required to perform multiple, technical tasks with a need to occasionally upgrade skills in order to meet changing job conditions. Specific skill based competencies required to satisfactorily perform the functions of the job include: operating standard office equipment including utilizing pertinent software applications; planning and managing multiple projects; developing and administering budgets; and developing effective working relationships.

KNOWLEDGE is required to perform algebra and/or geometry; read a variety of manuals, write documents following prescribed formats, and/or present information to others; and solve practical problems. Specific knowledge based competencies required to satisfactorily perform the functions of the job include: K-12 educational system; organizational and time management; concepts of conflict resolution; pertinent codes, policies, regulations and/or laws; current and developing technology.

ABILITY is required to schedule a significant number of activities, meetings, and/or events; routinely gather, collate, and/or classify data; and use job-related equipment. Flexibility is required to independently work with others in a wide variety of circumstances; work with data utilizing defined but different processes; and operate equipment using standardized methods. Ability is also required to work with a significant diversity of individuals and/or groups; work with a variety of data; and utilize a variety of job-related equipment. Problem solving is required to analyze issues and create action plans. Problem solving with data requires independent interpretation of guidelines; and problem solving with equipment is moderate. Specific ability based competencies required to satisfactorily perform the functions of the job include: communicating with diverse groups; meeting deadlines and schedules; setting priorities; working as part of a team; flexible to changing conditions; making quick and accurate decisions; working with multiple projects; dealing with frequent interruptions and changing priorities; maintaining confidentiality; and facilitating communication between persons with frequently divergent positions. Attending monthly Board meetings and Dinner meetings, minimum of two retreats a year; and extensive off hours support to Emergency Communications System.

Responsibility

Responsibilities include: working independently under broad organizational guidelines to achieve unit objectives; managing a department; monitoring budget expenditures; utilization of significant resources from other work units is routinely required to perform the job’s functions. There is a continual opportunity to impact the organization’s services.

Work Environment

The usual and customary methods of performing the job’s functions require the following physical demands: some lifting, carrying, pushing, and/or pulling, and significant fine finger dexterity. Generally the job requires 60% sitting, 20% walking, and 20% standing. This job is performed in a generally clean and healthy environment.

Experience: Job related experience with increasing levels of responsibility is required.
Education: Bachelors degree in job-related area.

Equivalency:

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