



## **COORDINATOR, PUBLIC RELATIONS I**

### **GENERAL RESPONSIBILITIES**

Under the leadership of the Chief Communications and Community Engagement Officer, this entry-level position is responsible for assisting with media relations, special events, communications training, and marketing of the school division.

### **ESSENTIAL FUNCTIONS**

(These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

- Work with the Chief Communications and Community Engagement Officer and the communications team to develop/implement public relations, marketing, and media relations strategies and materials for addressing issues, promoting programs/services/events, and communicating with the public.
- Assist with providing strategic direction for the multimedia team on content creation and distribution; develop recommendations and evaluate systems or services in place.
- Assist with writing and disseminating news releases, media advisories and public announcements, as assigned.
- Serve as one of the spokespersons for the school division and respond to media and public requests for information, as assigned.
- Collaborate with department representatives, analyze requests, and recommend best communications and distribution methods to achieve desired results.
- Assist with planning, implementing, managing, and monitoring the division's social media strategy to increase brand awareness.
- Work collaboratively to develop engagement and marketing strategies and campaigns.
- Assist with providing media relations, crisis communications, and issues management counsel to schools and departments.
- Assist with the development of and conduct training in communications/public relations/personnel development.
- Oversee maintenance of the division's AlertNow rapid notification system.
- Organize special projects and events including but not limited to school board recognitions and other initiatives implemented by the division.
- Write talking points and assist in creating presentations.
- Write feature stories and content for inclusion on the division website, blog, and social media channels while keeping in touch with School Media Liaisons to ensure quality coverage division-wide.
- Perform related work as required.



### **KNOWLEDGE, SKILLS AND ABILITIES**

Must have a comprehensive knowledge of the principles, practices and procedures of public, community and media relations. Excellent knowledge and understanding of content management systems and mass notification software. Must have knowledge of the Americans with Disability Act and how to ensure compliance. Must have excellent oral and written communication skills; ability to conceptualize, initiate, monitor and evaluate new and/or current communication programs and outreaches; ability to leverage social media platforms as a communications tool; ability to establish and maintain effective working relationships with school officials, school administrators, teachers, staff and associates; and the ability to work well under pressure handling regular and after-hours emergencies. Must be able to access the internet when working remotely.

### **EDUCATION AND EXPERIENCE**

**Required:** Bachelor's degree in communications, journalism, marketing, digital media or related field. Experience in public relations and training in crisis/emergency communications.

**Preferred:** Video production, photography experience and strong story-telling skills are also beneficial.

### **PHYSICAL REQUIREMENTS**

Must have the use of sensory skills to effectively communicate and interact with other employees and the public using the telephone and personal contact as normally defined by the ability to see, read, talk, hear, handle or feel objects and controls. Frequent sitting, walking, bending, grasping, fingering, repetitive motion, and reaching. Occasional standing, stooping, crouching, and driving. Ability to lift up to 20 pounds frequently. Requires timely and regular adherence to established work schedules.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential tasks.

### **SPECIAL REQUIREMENTS**

- Possession of a valid driver's license
- Regular and reliable attendance is an essential function of this position.

FLSA Status: Exempt	Description: 3/20, 4/22
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