

Job Title:	Public Relations Coordinator	Reports to:	Superintendent
FLSA status:	Non-Exempt	Supervisor duties:	none
Classification:	Classified	Approved on:	10/13/2020
Position Summary:	This position is responsible for developing and maintaining the public images of the Page Unified School District. This will involve issuing press releases, promoting press releases, maintaining a social media presence and arranging public appearances all to promote the Districts mission and vision.		

ESSENTIAL DUTIES & RESPONSIBILITIES:

- Creates, maintains and distributes a district newsletter and calendar
- Develops and maintains partnerships with community members and agencies through community resource meetings, chapter house meetings, etc.
- Coordinates with all schools and departments to create a unified district newsletter and calendar of events
- Distributes fliers and pamphlets home to parents and electronic copies to businesses and partners
- Coordinates and maintains district media sources: Connects various district social media accounts in a unified manner
- Facilitates news releases to district website
- Communicates updates and events with local media
- Facilitates coordination of district employee written news articles for local newspaper
- Develops and monitors a system for collecting and distributing newsworthy information for all schools and departments
- Develops and maintains community outreach to support initiatives in line with the District Vision and Mission
- Supports and assists Human Resources in recruitment materials and outreach
- Supports various departments in grant attainment
- Other duties as assigned.

KNOWLEDGE, SKILLS & ABILITIES:

- Strong organizational and interpersonal skills dealing with a diverse range of people.
- Ability to communicate effectively verbally and in writing.
- Ability to apply common sense understanding to solve practical problems and deal with a variety of situations.
- Ability to work cooperatively and courteously with staff, students, parents and community members.

QUALIFICATIONS & REQUIREMENTS:

Education & Experience:

- High School diploma or equivalent
- Communications, networking, and customer service experience preferred
- Website experience preferred
- Experience with a school district is desirable
- Use of English in both written and verbal form, correct spelling, grammar and punctuation, perform basic arithmetic calculations
- Strong communication and networking skills
- Neat appearance and good physical condition to perform job essential functions
- Demonstrated aptitude for successful completion of tasks assigned

Computer Proficiency: Adobe, Microsoft Outlook, Word, Excel, Publisher, PowerPoint and Google Suite

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is required to reach with hands and arms. The employee is frequently required to climb, sit, stand, bend, walk and operate foot controls simultaneously. The employee would be required to lift up to 50 pounds safely.

WORK ENVIRONMENT:

Indoors and outdoors, with exposure to all weather conditions and temperatures. Exposure to all types of traffic conditions. Exposure to noise, dust, gas and fumes. The noise level in the work environment is generally moderate and may become excessively noisy at times. Contact with employees, students and public.

Disclaimer: The duties and responsibilities identified in this position description are illustrative only and are in no way intended to be a complete list of activities that may be required of an incumbent. The information contained in this job description is for compliance with the American Disabilities Act (ADA) and is not an exhaustive list of duties performed for this position. Additional duties may be performed by the individual currently holding this position and additional duties may be assigned.