

TITLE **Public Relations (PR)**

Part-time (anticipating an average of 30 hours per week for 40 weeks)

Specific areas of marketing, public relations, web-site, and grant writing
Liaison with partners-in-Education

REQUIRED QUALIFICATIONS

1. Bachelor's degree; and
2. Minimum of five (5) years of full-time work experience (applicable)

JOB GOALS

To promote the school system and the individual schools (academic functions, special programs, outstanding achievements, and community activities);

To increase the community (and internal stakeholders) knowledge and awareness of the school system's priorities, programs, and accomplishments;

To communicate with targeted audiences (parents, community, civic groups, local businesses) and engage them to directly assist the educational process;

To inform and engage the community through social media tools including Facebook, Twitter, etc.;

To improve and up-date the system's web-site; assist the individual schools with their web-sites; and

To assist in the writing of grants.

To perform other duties, and assist in other projects/areas, as deemed necessary by the Director of Schools

TEMPERAMENT (Personal Traits)

1. Adaptability to performing a variety of duties, often changing from one task to another of a different nature without loss of efficiency or composure.
2. Adaptability to accepting responsibility for the direction, control, or planning of an activity.
3. Adaptability to making generalizations, evaluations, or decisions based on sensory or judgmental criteria.
4. Good organizational skills.
5. Enthusiasm.
6. Ability to represent the organization in a professional, positive, manner.

SKILLS, KNOWLEDGE AND ABILITIES REQUIRED -

Effectively communicates and interacts with all stakeholders;

Assembles information and makes reports (written and oral, when needed) in a clear, concise, and effective manner;

Has good organizational, human relations, and technical skills;

Must use independent judgment and work with little direct supervision when necessary;

Has the ability to comprehend, interpret, and apply regulations, procedures and related information;

Has excellent verbal, written, and interpersonal communication skills; and

Must be Proficient with current technology for the performance of duties.

CAPACITY AND ABILITY REQUIREMENTS

Specific capacities and abilities may be required of an individual in order to learn or adequately perform a task or job duty.

1. *Intelligence*: The ability to understand instructions and underlying principles. Ability to reason and make judgments.
2. *Verbal*: Ability to understand meanings of words and the ideas associated with them.
3. *Numerical*: Ability to perform arithmetic operations quickly and accurately.
4. *Manual Dexterity*: The ability to move the hands easily and manipulate small objects with the fingers.
5. *Form Perception*: To make visual comparisons and discriminations and see slight differences in shapes and shadings of figures.
6. *Color Discrimination*: The ability to perceive or recognize similarities or differences in colors or shades or other values of the same color.

WORK CONDITIONS

The usual and customary methods of performing the job's function require the following physical demands: occasional lifting, carrying, pushing, and/or pulling; some climbing and balancing; frequent stooping, kneeling, crouching, and/or crawling; and significant fine finger dexterity. Generally, the job requires 30% sitting, 20% walking, and 50% standing. The job is performed under conditions with some exposure to risk of injury and/or illness and in a clean atmosphere.

Anticipating working 1200 hours (30 hours a week for 40 weeks).

Not to average more than 30 hours per week, never work more than 40 hours in the work week.

Must sign-in and out on the Siesta software – to be paid monthly (the following 15th) for the hours reported on the Siesta software.

NON-EXEMPT from the requirements of the *Fair Labor Standards Act* in regard to earning (and being appropriately paid) time and a half for all work over forty hours in the defined work week (defined as Sunday 12:00 a.m. to the following Saturday at 11:59 p.m.).

GENERAL REQUIREMENTS

The above statements are intended to describe the general nature and level of work being performed by people assigned to this position. They are not intended to be a complete list of responsibilities, duties and skills required of personnel so assigned.