

Greenwood School District 50
Position Description

POSITION TITLE: Public Relations Specialist

Department: Administration
Reports To: Director of Communications

SUMMARY: The Communications Specialist for Greenwood School District 50 works to implement the district's communication plans and strategies to continually enhance the relationship between the district and staff, students, parents and community by providing consistent, reliable, timely and engaging information via a variety of outreach methods. This position develops and distributes district communications in print and electronic formats to staff and all district stakeholders. This position also serves as another liaison for news media and community and assists in managing district projects and events.

The ideal candidate has excellent written and oral communication skills and is able to produce clear, compelling and accurate content on tight deadlines. The ideal candidate is cognizant of audience, goals, messaging and tone. The ideal candidate is able to effectively utilize traditional, current, and advanced communication tools and technologies to enhance effective public relations. The ideal candidate has excellent project management skills, an upbeat and collaborative approach, and the ability to work well with interdepartmental teams within the district and community.

ESSENTIAL DUTIES AND RESPONSIBILITIES. *Other duties may be assigned.*

- Assists in creating and implementing communication plans and community engagement plans.
- Serves as an additional contact for daily news media relations and Communications Department
- Creates regular, relevant written and multimedia content for websites, social media, e-newsletters and other district communication channels
- Seeks out & facilitates promotion and publicity of district and school events, news and stories
- Produces news releases and other media communications as assigned.
- Monitors & maintains website content and social media pages as assigned.
- Plans and produces district publications in collaboration with the Director of Communications and coordinating with graphic designers, printers and other contractors as needed.
- Assists Director of Communications in the preparation or editing of communication including reports, articles, correspondence, speeches and presentations.
- Establishes and maintains content consistency, adhering to style guidelines, branding and voice.
- Monitors local, state, and national news related to educational issues.
- Assists in planning and coordinating special events
- Supports schools and departments with advice and assistance on communications, community relations and media relations, including crisis communications and other immediate issues.
- Supports staff during emergencies, working with the Director of Communications to disseminate information that is factual, accurate, and timely.
- Works with all members of the school community in promoting good public relations.

SUPERVISORY RESPONSIBILITIES:

None

QUALIFICATION REQUIREMENTS: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION and/or EXPERIENCE:

Bachelor's degree in public relations, communications, journalism, or a related field; and at least 3 years of experience in a full-time communications position working with both print and electronic media; or any combination of experience and training that provides the required knowledge, skills and abilities.

LANGUAGE SKILLS:

- Excellent oral and written communication skills, including writing, editing and proofreading in Associated Press style, standard business styles and colloquial styles.
- Ability to quickly write clear, concise, grammatically and factually correct copy in varying styles.
- Ability to effectively and concisely summarize and communicate district goals, policies, practices and programs to staff and the community.

MATHEMATICAL SKILLS:

- Ability to calculate figures and amounts such as discounts, interest, commissions, and percentages.
- Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions and decimals.

REASONING ABILITY:

- Ability to deal with problems involving a variety of concrete variables in standardized situations.
- Ability to define problems, collect data, establish facts, and draw valid conclusions.

OTHER SKILLS and ABILITIES:

- Ability to develop effective working relationships with staff and the school community.
- Ability to perform duties with awareness of all district requirements and the district policies.
- Flexibility and adaptability to changing situations, priorities and workloads.
- Excellent organizational, time management, project management and problem solving skills to coordinate and complete multiple simultaneous projects.
- Ability to effectively collaborate and communicate with other staff and stakeholders including those from diverse language and cultural backgrounds.
- Ability to exercise discretion in confidential and sensitive matters.
- Ability to respond effectively with calm, tact and sound judgment in stressful situations.

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 this 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 regularly required to sit and talk or hear. The employee is occasionally required to walk and reach with hands and arms. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision. Employee must be able to distinguish the difference between bells, buzzers, beeps, etc. While performing the duties of this job, the employee is required to meet deadlines with severe time constraints.

The employee is continuously communicating through speech.

WORK ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually quiet. The employee is continuously interacting with the public and staff.

The information contained in this job description is for compliance with the Americans with Disabilities Act (A.D.A.) and is not an exhaustive list of the duties performed for this position. Additional duties are performed by the individuals currently holding this position and additional duties may be assigned.