

DIRECTOR OF PUBLIC RELATIONS

QUALIFICATIONS:

1. A Master's Degree in building leadership.
2. At least four years successful teaching experience.
3. Valid Kansas license as an administrator.
4. Such alternatives to the above qualifications as the Board may find appropriate and acceptable.

REPORTS TO: Superintendent

SUPERVISES: Public Relations Committee

JOB GOAL: To generate, in the community at large, a climate of understanding of the district's efforts to provide each student with the best possible education in an increasingly complex and sophisticated world.

FULL/PART-TIME: Part-time

FLSA: Exempt from overtime

BOE APPROVAL: 4/12/2021

ESSENTIAL FUNCTIONS OF THE JOB:

1. Regular attendance and punctuality are essential functions of the job.
2. Attends meetings of the Board and prepares such reports for the Board as the Superintendent may request.
3. Assists representatives of the various news media in getting background information on agenda items at meetings of the Board, and helps interpret for them the actions of the Board.
4. Participates in the activities of various groups and organizations within the community to foster better school public relations.
5. Sends news releases about school and Board activities to the various news media.
6. Prepares and edits special publications such as recruitment brochures, orientation brochures for new teachers and staff members, information brochures for the parents of students new to the district, and other publications.
7. Coordinates the activities of non-school groups planning in-school information programs such as career days, college recruitment, armed forces recruitment, and the like.
8. Cooperates with the sponsors of such district-wide, regional, statewide, or national competitions as the Board decides the district will participate in: drama tournaments, oratorical contests, and the like.
9. Cooperates with the curriculum director and other staff members, as appropriate, in publicizing and promoting any performances, exhibitions, displays, or special programs sponsored by the schools and open to the public.
10. Assists the Superintendent in developing and publicizing the annual report.
11. Cooperates with the Superintendent in developing and scheduling school open houses.
12. Maintains and regularly updates a file of community organizations and their officers, mailing lists of residents, and mailing lists of community groups with clearly expressed interests in educational affairs.
13. Surveys the community systematically to solicit significant opinions, suggestions, and recommendations that bear importantly on the policies and operations of the Board and the school system.
14. Assists the Superintendent and the Board in obtaining and effectively using and recognizing the services of highly competent laymen on its advisory committees.
15. Assists the Superintendent in explaining public opinions to the staffs of the school systems.

DIRECTOR OF PUBLIC RELATIONS

- 16. Speaks at public meetings on issues of general or specific pertinence to district schools and programs.
- 17. Follows the building dress code while being a good role model for students.
- 18. Maintains confidentiality of classroom, student and employee information.
- 19. Maintains valid Kansas driver's license.
- 20. Performs other duties assigned by the Superintendent or Board of Education.

This job description is intended to provide an overview of the requirements of the position. As such, it is not necessarily all-inclusive, and the job may require other essential and/or nonessential functions, tasks, duties, and responsibilities not listed herein. The District reserves the right to add, modify, or exclude any essential or nonessential requirement at any time with or without notice.

TERMS OF EMPLOYMENT: Salary and work year to be established by the Board.

EVALUATION: Performance of this job will be evaluated annually in accordance with provision of the Board policy CGI Administrator Evaluation.

PHYSICAL REQUIREMENTS OF THE JOB: An X indicates it is a requirement.

- 1. Very rarely requires exertion beyond walking.
- 2. Very rarely requires physical exertion beyond walking or climbing stairs.
- 3. Requires prolonged (over 50% of the time) standing and walking.
- 4. Requires prolonged (over 75% of the time) standing and walking.
- 5. Occasionally requires physical exertion to manually move, lift, carry, pull, or push heavy* objects or materials.
- 6. Frequently (over 20% of the time), requires physical exertion to manually move, lift, carry, or push heavy* objects or materials.
- 7. Frequently (over 33% of the time), requires physical exertion to manually move, lift, carry, or push heavy* objects or materials.
- 8. Over 50% of the time, requires physical exertion to manually move, lift, carry, or push heavy* objects or materials.
- 9. In addition to items 5, 6, 7, or 8, occasionally requires physical exertion to manually move, lift, carry, or push heavy objects weighing more than 50 pounds.
- 10. Driving skills and physical ability required to drive vehicle.

*Note: * "heavy" means not over 50 pounds*

I have reviewed this job description and will fulfill the duties described.

Signature

Date

An Equal Employment/Educational Opportunity Agency

Unified School District 407 does not discriminate on the basis of race, color, national origin, sex, age, or disability in admission or access to, or treatment or employment in, its programs and activities. Any person having inquiries concerning Unified School District 407 compliance with the regulations implementing Title VI, ADA, Title IX, or Section 504 is directed to contact the Unified School District 407 Superintendent, 802 N. Main, Russell, Kansas 67665, 785-483-2173.