

MAPLE RUN UNIFIED SCHOOL DISTRICT
Job Description

Job Title: Public Relations / Social Outreach Specialist
Location: Maple Run Unified School District
Job Group: Non-Union
Reports To: Superintendent

Summary: The Public Relations/Social Outreach Specialist will support strategic initiatives to create and maintain a positive public image for the Maple Run Unified School District (MRUSD).

Essential Duties and Responsibilities:

1. Serves as a liaison between the district, Superintendent, Administrators, schools, and the public.
2. Collaborates with Superintendent to fully understand communications needs.
3. Develops and maintains a positive public image for the organization through public-facing communication. Implementing public engagement sessions with families and the MRUSD community.
4. Writes, reviews, and/or distributes press releases and other public-facing communication.
5. Identify and coordinate innovative ways to improve and increase outreach of school district within the community.
6. Responds to information requests, coordinates with Superintendent.
7. Establishes and maintains positive relationships with consumers including but not limited to administrators, schools, the Board, and public interest groups.
8. Presents idea concepts to Superintendent, as needed.
9. Works as a team member to achieve the goals and objectives of the school district and carry out the same.
10. Evaluates advertising campaigns to ensure consistency & success of campaigns with the organization's public relations strategy.
11. Develops and/or executes social media and content strategies to release information on the organization in a manner that will promote a positive public image. Supports the improvement of websites for ease of use by families and community members.
12. Performs other duties as assigned.

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

Required Skills and Abilities:

1. Extensive knowledge of public relations principles and strategies.
2. Excellent public speaking skills.
3. Excellent written communication skills with a proven ability to write in a style that is customary for external publications.
4. Excellent interpersonal and networking skills with the ability to build and maintain positive relationships with the community.
5. Excellent organizational skills and attention to detail.
6. Excellent time management skills with the proven ability to meet deadlines.
7. Proficient with Microsoft Office Suite or related software.

Education and/or Experience: Bachelor's degree in public relations, communications, journalism, marketing, or related field required. Two years of related experience required.

Language Skills: Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, correspondence, and procedure manuals. Ability to effectively present information and respond to questions from individuals and groups of staff, parents, and the general public.

Mathematical Skills: Ability to calculate figures and amounts such as discounts, interest, proportions, percentages, area. Ability to apply concepts of basic algebra and geometry.

Reasoning Ability: Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

Other Skills and Abilities: Ability to apply knowledge of current research and theory in specific field. A demonstrated ability to establish and maintain effective working relationships with students, staff, and the community is essential. The ability to communicate clearly and concisely both in oral and written form is required. Ability to perform duties with knowledge of all Supervisory Union requirements, Board of Education policies and applicable state and federal laws.

Physical Demands: The physical demands described here are typical of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation as determined by the Supervisory Union 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 stand, walk, sit, and talk or hear. The employee is occasionally required to reach with hands and arms. The employee must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, and depth perception.

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 this environment is quiet to loud depending upon the activity in the part of the day and location.

Terms of Employment: Per Master Agreement

Evaluation: Annually

Date: August 2, 2023

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 individual(s) currently holding this position and additional duties may be assigned. The Board reserves the right to waive the essential requirements contained in this job description.