

Somerset County Public Schools

Job Description

Job Title: Public Relations Specialist
Department: Office of the Superintendent
Reports To: **Superintendent**
FLSA Status: Exempt
Prepared By: Beth Whitelock
Prepared Date: **July 1, 2019**
Approved By: **Superintendent**
Approved Date: **July 16, 2019**

I. Summary

Under general direction of the Superintendent the Public Relations Specialist plans, organizes, and monitors the day to day public relations functions of the school district by planning organizing, developing, and maintaining public relations processing functions.

II. Essential Duties and Responsibilities include the following: Other duties may be assigned by the Director of Schools, Deputy Superintendent, or other Central Office Administrator.

- Administers a variety of public relations/information policies and programs for the purpose of conforming to district policies, relevant laws, contracts and agreements.
- Acts as an advisor to administrators, directors, supervisors, coordinators and managers on issues related to public relations for the purpose of ensuring consistent application of policy.
- Communicates with other employees, departments, administrators and the public for the purpose of providing information and assistance concerning public information and related legal requirements.
- Serves as Public Information Officer and attends related State and community meetings. Is the media point of contact for the school district.
- Collaborates with other district administrative personnel for the purpose of implementing and or maintaining services and programs and lends support by providing research and input as requested.
- Develop, plan and evaluate public relations procedures and policies for the purpose of ensuring the division is operating effectively and efficiently.
- Assists with staff recruitment functions for the purpose of ensuring that selection procedures comply with applicable federal and state regulations. Ensures that recruitment brochures and information are available as directed by the HR Supervisor.
- Recommends policies, procedures and/or actions for the purpose of providing direction for meeting the school system's goals and objectives.
- Participates in meetings, workshops and seminars for the purpose of conveying and/or getting information required to perform functions.
- Administers the development of manuals, handbooks, and other materials for publication.

- Assists with New Teacher Orientation, staff new hires and transfers by ensuring that press releases are prepared as required.
- Develop and plan the Marketing Plan for the school district.
- Plans and directs the opening day of school meeting and the end of year staff appreciation meeting as directed.
- Coordinates all Teacher of Year activities and assists with the Parent of the Year process as directed.
- Works with the PR representative at each school by providing direction, procedures and training.
- Collaborates with mentor coordinator regarding new teacher communications.
- Provides housing information and civic and recreational activities to new hires that move to the area.
- Is responsible for the School District website and community communication system Edlio.
- Develops a Standard Operating Procedure Handbook for Public Relations and reviews the manual annually.
- Coordinates the Public Relations Advisory Board and ensures that meetings are held at least two times per year.

III. **Qualifications**

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.

A. Education and/or Experience

Must have a Bachelor's Degree from an accredited institution preferably in marketing or public relations. A minimum of three years experience in a related field. A Master's Degree is preferred as is prior public relations experience in a school environment.

B. Certificates, Licenses, Registrations

A valid driver's license.

C. Language Skills

Ability to comprehend related laws, policies and procedures. Ability to read job related information to stay updated on latest trends.

D. Mathematical Skills

Ability to use math to interpret data and analyze complex and technical tasks.

E. Reasoning Ability

Specific skill-based competencies required to satisfactorily perform the functions of the job including planning and managing projects, preparing and maintaining accurate records and using pertinent software applications.

F. Computer Skills

To perform this job successfully, an individual should have knowledge of Internet software; Project Management software; Spreadsheet software and Word

Processing software. Pursues training and development opportunities to expand job knowledge.

G. Other Skills and Abilities

Must possess strong supervisory skills. Ability to motivate others to perform well and give performance feedback is essential.

H. Other Qualifications

Must be able to travel to all schools within the County on a regular basis. Attendance is also required at numerous out of town meetings and training sessions. Must be dependable. Ensures work responsibilities are covered when absent. Arrives to appointments and meetings on time.

Joins various professional organizations and read professional journals and other publications in order to remain current in the development of the profession.

IV. 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. Reports potentially unsafe conditions; Uses equipment and materials properly.

While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to stand; walk and use hands to finger, handle, or feel. The employee is occasionally required to sit and 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, color vision, peripheral vision, depth perception and ability to adjust focus.

V. 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.

While performing the duties of this job, the employee is occasionally exposed to moving mechanical parts. The noise level in the work environment is usually moderate.