

PUBLIC RELATIONS SPECIALIST

Extracurricular Job Description

Qualifications:

1. Holds West Virginia Teaching Certificate.
2. Proficient in the use of computer programs and applications including Microsoft Publisher, Microsoft Front Page, Dream Weaver, Flash, Macromedia, and Netscape Composer.
3. Able to convert Word Perfect, MS Word versions to PDF/HTML formats and create documents, brochures, PowerPoint presentations, etc.
4. Ability to use electronic media equipment such as digital camera, video, etc.
5. Ability to work effective with the news media.
6. Ability to communicate effectively.
7. Ability to work cooperatively with others.

Immediate Supervisor: Superintendent of Schools

Duties and Responsibilities:

1. Create and design multimedia productions, such as PowerPoint, for use by school system administrators in efforts to raise public awareness of school system programs, goals and long range planning.
2. Develop brochures for the promotion of school system programs, activities, recruitment of teachers, etc.
3. Operate technology equipment, as requested, at scheduled presentations of the superintendent of schools.
4. Create digital photographs and recordings to use for the promotion of the school system.
5. Provide photographic and written information to the press as released by the superintendent of schools.
6. Maintain positive work habits.
7. Provide copies of feedback regarding all public relations assignments to the superintendent.
8. Perform other job related tasks as assigned by the immediate supervisor.

Jackson County Board of Education
July, 2006