

Community Engagement Specialist

Classified Position - 7301

<u>Salary</u> Per certified salary schedule	<u>Days</u> Up to 225	<u>Reports to:</u> Assistant Superintendent of Technology & Personnel
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SCOPE OF RESPONSIBILITIES

Provides leadership for the public information programs of the District including coordinating, directing, and implementing public information policies and administrative procedures; works to promote the District and the Board of Education through increasing the awareness of the community at large

REPRESENTATIVE DUTIES

1. Directs, develops, coordinates, and implements a comprehensive program of information and public relations concerning all phases of the District's policies, programs, and goals to the news media
2. Directs the writing and dissemination of press releases and oversees and participates in the preparation of a wide variety of public information materials
3. Complies with the public's right-to-know laws and policies by responding to public information requests and coordinating responses to inquiries from the media
4. Assists in the development of communications and publications materials in support of the District goals and themes
5. Advises the superintendent and Board on Community relations and media relations matters including, planning and directing public appearances and media events
6. Confers with administrative officials to determine specific informational needs and develops media relations/public information policies and administrative procedures
7. Provides between HCS and the news media and monitors local media coverage of HCS
8. Participates in community activities, network groups, and related professional organizations in order to keep abreast of ongoing and current issues in media relations
9. Performs other duties as assigned by the superintendent or superintendent's designee
10. Organize and oversee the operation of the District's distribution center; serve as the clearinghouse for publications and materials from external sources, mass mailings to targeted publications, mass distribution to schools and receiving, transmitting and logging requests for information packets
11. Monitor the supply of publications and brochures and notify appropriate personnel of needed reprints or revisions
12. Perform related duties as assigned

KNOWLEDGE AND ABILITIES

KNOWLEDGE OF:

- Organization and planning skills
- Projects and programs to enhance community relations
- Publications and brochures related to community relations
- Mass mailing and distribution methods and procedures
- Web page design
- Use of social medias
- Interpersonal skills using tact, patience and courtesy
- Policies and objectives of assigned program and activities

ABILITY TO:

- Supervise a variety of activities related to the development and implementation of the District's community relations efforts including audience, events and population targeting, community networking, the volunteer program, the speakers' bureau and senior citizen involvement

- Organize and oversee the operation of the school District's distribution center
- Communicate effectively both orally and in writing
- Establish and maintain cooperative and effective working relationships with others
- Work independently with little direction
- Plan and organize work
- Meet schedules and time lines

MINIMUM QUALIFICATIONS

1. Bachelor's degree
2. Three (3) successful years directing a public relations/information office, with background experience in the public relations/communications area, and evidence of academic excellence and a demonstrated ability to communicate effectively
3. Any combination equivalent to: bachelor's degree in public relations, communications or related field and one year experience in a related field