

Job Description

Job Title: Community Relations Specialist

Pay Grade: 40

Job Classification: Exempt

Supervisor: Director, Public Information & Community Involvement

Contract Length: 245 Days

Job Summary

Position is responsible for developing compelling news and feature content for a variety of stakeholders to increase community and internal knowledge and awareness of school division programs and accomplishments; contributing to the development of communications and marketing strategies; assisting with developing on-brand messaging; and coordination of special events and school emergency communication.

Essential Duties:

1. Researches, writes and edits content for a variety of internal and external communications including websites, social media platforms, electronic newsletters, print publications and video productions; collaborates with multiple teams to lead communications projects.
2. Investigates and explores data; Coordinates graphics, photographs and multimedia in support of communications and marketing efforts.
3. Develops and implements consistent messaging to ensure cohesive two-way communications with internal and external audiences.
4. Develops, executes and evaluates communications and marketing plans to promote the school division's priorities, programs and accomplishments.
5. Coordinates and develops the planning and execution of the school division's advertising and promotion activities.
6. Acts as point-of-contact for school/site Public Relations Liaisons; provides training and guidance to PR liaisons.
7. Coordinates and organizes special events under the guidance of the Director of Public Information & Community Involvement.
8. Collaborates with building principals and central office staff with emergency communications for schools.

(These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

Other Duties

1. Performs other related duties as assigned by Director of Public Information and Community Involvement or appropriate administrator.

Job Specifications

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, who are otherwise qualified, to perform the essential functions.

Minimum Qualifications (Knowledge, Skills & Abilities Required)

Requires Bachelor's degree or higher with major coursework in journalism, public relations, communications or a related field; minimum five years of experience preferred; or equivalent combination of education and experience. Outstanding verbal and written communication skills required. Excellent proofreading and editing skills required. Must be proficient in Microsoft Office. Must have experience with various types of communications and marketing channels including social media, electronic newsletters, websites, etc. Experience with Adobe Creative Cloud a plus. Must possess the ability to establish and maintain effective working relationships with school administrators, students, teachers, families, and business and community leaders. Must possess the ability to use prescribed formats and conform to APA rules of punctuation, grammar and style. Position requires the ability to research, record and communicate information effectively.

Working Conditions & Physical Requirements

Must have the ability to sit and stand for extended periods of time; exhibit manual dexterity to use a telephone, to enter data using a computer keyboard, and to perform; see and read a computer screen and printed material with or without vision aids; hear and understand speech at normal classroom levels and on the telephone; speak in audible tones so that others may understand clearly in normal classrooms and on the telephone; physical ability to lift up to 25 pounds.

Supervision Exercised: None

Supervision Received: Director, Public Information and Community Involvement

This job description in no way states or implies that these are the only duties to be performed by this employee. The Community Relations Specialist/Writer will be required to follow any other instructions and to perform any other related duties as assigned by the Director, Public Information and Community Involvement or other appropriate administrator. Newport News Public Schools reserves the right to update, revise or change this job description and related duties at any time.

Approvals:

Supervisor

Date

I acknowledge that I have received and read this job description.

Employee Name (Print)

Signature

Date

Revised 10/2019 CR