

SCHOOL DISTRICT OF SARASOTA COUNTY

JOB DESCRIPTION

[COMMUNICATIONS] MEDIA RELATIONS SPECIALIST

SALARY SCHEDULE: ADMINISTRATIVE – [E]J

COST CENTER: COMMUNICATIONS AND COMMUNITY RELATIONS DEPARTMENT (9075)

QUALIFICATIONS:

- (1) Bachelor of Science or Bachelor of Arts Degree from an accredited educational institution in Journalism, Communications, Public Relations, Marketing, or related discipline
- (2) Minimum of three (3) years professional experience in one (1) of the above fields.
- [(3) Supervisory experience.]

KNOWLEDGE, SKILLS AND ABILITIES:

Strong oral and written communications skills. Knowledge of media and community relations, including understanding of identification of and communication with target audiences. Strong interpersonal skills. [Current technology skills.] Working knowledge of digital and social media and CMS platforms. Demonstrated creativity and initiative. Ability to independently identify, plan, organize and prioritize activities required to complete assignments. be creative and very detailed in assignments. Graphic arts, publications and/or photography experience desired. Crisis communications experience.

REPORTS TO:

Director of Communications

JOB GOAL

To provide support for effective internal and external communications and community relations, and to assist in the development of a visible and consistent position of [the Sarasota public schools] Sarasota County Schools as an efficient, successful, student-centered service organization.

SUPERVISES:

[Secretary] N/A

PERFORMANCE RESPONSIBILITIES:

Assists the Director of Communications and Community Relations to:

- * (1) Serve as a positive and professional advocate for students and an ambassador to the community to improve public confidence in and support for the District.
- * (2) Exercise leadership in promoting and implementing the District's vision, mission, goals and strategic commitments.
- * (3) Facilitate communication between the District and the community through written and electronic media.
- * (4) Initiate and support effective communication among the staff and other internal audiences in the District, including parents, students and volunteers.
- * (5) Serve as spokesperson for the District when appropriate.
- * (6) Develop and publish informational materials, including news releases, brochures, newsletters, e-mail and web-site content for general and specific target audiences.
- * (7) Serve as liaison with area news media through timely and thorough responses to inquires and by arranging news conferences when appropriate.
- * (8) Promote media coverage for important district, staff and student accomplishments and newsworthy events.

[COMMUNICATIONS] MEDIA RELATIONS SPECIALIST (Continued)

- * (9) Respond to individual inquiries for information about the school district.
- * (10) Assist in the development and implementation of any crisis communications plans and needs.
- * (11) Develop community outreach activities. [Design and execute a structured Community Engagement Program.]
- * (12) Arrange tours of schools and other district facilities for community members, business partners, public officials, visiting dignitaries and others.
- * (13) Interact with parents, community members, business leaders, public officials and service agencies to improve understanding of and support for District initiatives and priorities.
- * (14) Advise district staff on communications and community relations issues.
- * (15) Provide professional development and staff training in effective communication and community relations.
- * [(16)] Supervise assigned personnel, conduct annual performance evaluations and make recommendations for appropriate employment action.]
- * [(17)] (16) Prepare or oversee the preparation of required reports and maintain appropriate records.
- * [(18)] Supervise the Communications and Community Relations Department in the absence of the Director.]
- * [(19)] (17) Maintain a network of contacts and peer support through professional organizations.
- [(20)] (18) Perform as directed other tasks consistent with the goals and objectives of this position.
- * [(21)] (19) Every Sarasota County Schools employee has emergency response responsibilities, though not every position will require routine assignments during an emergency event. All employees are subject to recall around the clock for emergency response operations, which may require irregular work hours, work at locations other than the normal work location, and may include duties other than those specified in the employee's official job description. Assignments in support of emergency operations may be extensive in nature, with little advance notice, and may require employees to relocate to emergency sites with physically and operationally challenging conditions.

PHYSICAL REQUIREMENTS:

Light Work: Exerting up to 20 pounds of force occasionally and/or up to 10 pounds of force as frequently as needed to move objects.

TERMS OF EMPLOYMENT:

Salary and benefits shall be paid consistent with the District's approved compensation plan.

Length of the work year and hours of employment shall be those established by the District.

EVALUATION:

Performance of this job will be evaluated in accordance with provisions of the Board's policy on evaluation of personnel.

Job Description Supplement No. 11

*Essential Performance Responsibilities