

## **Director of Public Relations Job Description**

**Purpose:** The Communications and Public Relations Director collects and disseminates information about all facets of school district business. The goal is to promote the Turner Schools and education in general, and to ensure that all those having an interest in the Turner Schools are fully and accurately informed about district purposes, policies, and activities. The Director works closely with district staff and administration, with area news media, and with local, state, and national education agencies and professional organizations.

**Responsible to:** Superintendent of Schools

**Payment rate:** Salary and benefits as established by the Board of Education

### **Qualifications:**

1. Appropriate certification for the position.
2. At least five years' experience in a responsible position in a public school setting.
3. A degree, significant experience, and/or other evidence of outstanding professional and journalistic writing abilities.
4. Training and/or other evidence of sound, tasteful graphic design and print layout skills.
5. Advanced desktop publishing skills and knowledge of professional printing standards and processes.
6. Experience and skill in still photography and video production.
7. Health and Inoculation Certificate on file in the Central office.
8. Desire to continue career improvement by enhancing skills and job performance.

### **Essential Functions:**

1. Manage a coordinated program of public information through district publications and productions, area news media, and personal contact with staff and community members.
2. Promote the value of education among students, staff, patrons, and the public at large.
3. Communicate and work effectively and cooperatively with the school board, district staff, patrons, community organizations, and area news media representatives.
4. Work to implement the vision and mission of the District.
5. Supervise, direct, motivate, and correct the performance of the Parent/Community Liaison.
6. Model commitment and dedication to work.
7. Work independently and without supervision to complete work in an efficient manner.

### **Physical Requirements/Environmental Conditions:**

1. Requires prolonged sitting or standing.
2. Occasionally requires physical exertion to manually move, lift, carry, pull, or push heavy objects or materials.
3. Occasionally requires stooping, bending, and reaching.
4. May occasionally work in a noisy and crowded environment, with numerous interruptions.
5. Requires some travel.
6. May require evening and weekend work.

### **General Responsibilities:**

1. Supervise "Community Connections" Strategic Planning group.
2. Write content for, publish and distribute the quarterly district newspaper, The Turner Today, to all District patrons, staff, and selected local and state school agencies and leaders.

3. Write and produce district and school handbooks, brochures, calendar, promotional announcements, advertisements, videos, and other material as requested.
4. Write, publish, and distribute district staff communication as needed.
5. Assist parents with access to information and communication resources such as Infinite Campus, SchoolMessenger, district website and other available tools.
6. Create and update online parent resources and printed materials as needed.
7. Manage the district website.
8. Communicate with school sites regarding parent and student needs.
9. Participate in statewide public relations efforts through the Kansas School Public Relations Association.
10. Follow state/federal legislation and other government and private proposals and actions which may affect schools. Communicate these items to stakeholders as needed.
11. Write and distribute press releases on events/topics of interest to area media.
12. Arrange frequent media coverage of school programs/activities which showcase positive student and/or staff accomplishments.
13. Provide writing and other technical help to district staff as requested.
14. Arrange for school tours.
15. Stay abreast of new technologies to facilitate and support student learning, data management, and communication.
16. Keep student and personnel information and records confidential.
17. Serve as liaison to Turner Recreation Commission.
18. Other duties as assigned by the Superintendent.

**Term of Employment:** 12 months, July 1, through June 30.

**Evaluation:** Performance effectiveness evaluated in accordance with Kansas Statutes and Board of Education Policy.

**Approved:**