

**HAMILTON LOCAL SCHOOLS
JOB DESCRIPTION**

Position:	Director of Public Relations
Reports to:	Superintendent
Employment Status:	Regular/Full-time
Classification:	Administration
FLSA Status:	Exempt
Description:	Plan, organize and implement all public relations strategies for the school district district, including the essential functions as listed below
NOTE:	The below lists are not ranked in order of importance

Essential Functions:

- Maintain the district website
- Coordinate department, building, and teacher websites
- Maintain community networking/ call systems/ notification systems
- Work with administrative staff to coordinate community forums, focus groups, dialogue sessions as needed
- Conduct student, staff, parent, community, and alumni surveys
- Coordinate the activities related to the school communication program
- Interact in a positive manner with staff, students, parents, alumni and community
- Develop and distribute publications promoting the district
- Maintain communication and adequate records necessary in reporting to the Superintendent
- Maintain respect at all times for confidential information, e.g., student and staff records
- Make contact with the public with tact and diplomacy
- Participate in local, state, and national conferences and seminars
- Establish a working relationship with the media
- Prepare all state and federal reports concerning the communications operation of the district
- Promote good public relations by personal appearance, attitude and conversation
- Serve as a resource to administrators, staff and parent organizations
- Provide the public with general information about the school district and its programs on a daily basis
- Coordinate special projects and events, e.g., yearly Convocation
- Attend the school board meetings
- Publicizes school calendar of events
- Work with various community groups to develop strong school/community relations
- Schedule media photo opportunities
- Promote good public relations
- Attend meetings and in-services as required
- Assist in all aspects of school tax levy and bond election campaigns
- Respond to media and community requests for information
- Prepare packets of school related promotional information for distribution to businesses and real estate agents
- Participate in alumni associations
- Serve on the Superintendent's Cabinet
- Design, write and edit districtwide publications, e.g., annual report and calendar
- Design, write and edit districtwide quarterly newsletters
- Contact media to secure television coverage and to generate newspaper feature stories
- Write press releases, photo releases and take photographs

- Visit schools and solicit stories suitable for press coverage
- Handle crisis situations when the news media must be contacted
- Serve as public relations contact person for other school districts
- Seek opportunities for professional growth by maintaining membership in those local, state, or national organizations which seek to promote and upgrade volunteerism, service and public relations
- Maintain respect at all times for confidential information, e.g., student records
- Serve as liaison between school district School-Business Advisory Council (Community Partners)

Other Duties and Responsibilities:

- Perform other duties as required by the Superintendent

Qualifications:

- Bachelor’s degree (B.A.)
- Two to three years prior experience
- Such alternatives to the above qualifications as the Superintendent and/or Board of Education may find appropriate

Required Knowledge, Skills, and Abilities:

- Ability to communicate ideas and directives clearly and effectively both orally and in writing
- Ability to work effectively with others
- Effective, active listening skills
- Organizational and problem solving skills
- Basic computer skills
- Excellent public relations skills
- Knowledge of the public school system and issues related to public engagement preferred

Equipment Operated:

- Calculator
- Computer/printer
- Copy machine
- Fax machine
- Motor vehicle
- Telephone

Additional Working Conditions:

- Evening/weekend/summer work
- Operation of a vehicle in inclement weather conditions
- Repetitive hand motion, e.g., computer keyboard, typing, calculator, writing
- Requirement to travel, both daily and overnight

This job description is subject to change and in no manner states or implies that these are the only duties and responsibilities to be performed by the incumbent. The incumbent will be required to follow the instructions and perform the duties required by the incumbent’s supervisor, appointing authority.

 Superintendent

 Date

My signature below signifies that I have reviewed the contents of my job description and that I am aware of the requirements of my position.

 Director of Public Relations

 Date