

ALEXANDER CITY SCHOOLS
JOB DESCRIPTION

JOB TITLE: Public Relations Specialist

REPORTS TO: Director, Human Resources

SUPERVISES: Not Applicable

QUALIFICATIONS:

1. Preferred Bachelor's degree from an accredited four-year college or university with a concentration in the possible areas of communications, journalism, marketing, public relations or other related field.
2. Preferred (3) three years of successful work experience in related field
3. Such alternatives to the above as the Board may find acceptable

KNOWLEDGE, SKILLS AND ABILITIES:

1. Understanding of how communications contributes to organizational goals.
2. Strong teamwork and collaboration skills.
3. Excellent leadership skills
4. Excellent verbal and written communication skills
5. Excellent computer skills
6. Excellent organizational skills
7. Ability to apply analytical skills to measure success and inform future initiatives.

JOB GOAL:

To enhance the public relations and communication of Alexander City Schools (ACS) through positive social media and multi-media management activities and enhancing community relationships.

PERFORMANCE RESPONSIBILITIES:

1. Works cooperatively and productively with system staff to ensure the system's vision, goals and strategies are implemented, providing all pertinent data to all appropriate personnel within the designated time frame.
2. Serves as district liaison for all media outlets.
3. Develops/executes comprehensive annual communications plan.
4. Provide crisis communications support as needed, including utilization/management of the rapid notification system and other alerts.
5. Mentors/trains school-level webmasters and communication team members.
6. Manages, monitors and leverages District social media accounts to include district website, Facebook, Twitter, etc.
7. Vigorously publicizes student, faculty and staff achievements.
8. Develops and executes a content calendar for the ACS' social channels; crafting and implementing social posts that tell our story in an engaging and creative way.
9. Supports the leadership teams to ensure an integrated approach to building campaigns and promoting content that will drive engagement among targeted audiences.
10. Monitors media, digital and broadcast, messages and posts. Provides answers and responses as necessary, throughout the day and evenings as necessary.
11. Builds online community through meaningful engagement.
12. Identifies content partners, engages in outreach to influencers and monitors for crises.
13. Assists HR Director with planning and executing employee relations activities.
14. Measures and prepares reports showing the effectiveness of posts and campaigns.
15. Keeps current on new channels and trends. Keeps abreast of channel updates, social media tools and best practices.
16. Demonstrates initiative in the performance of assigned responsibilities.
17. Exhibits professionalism in the workplace and provides exemplary customer service to all employees and stakeholders.
18. Engages in personal professional growth and demonstrates professional ethics and effective leadership.

- 19. Uses effective collaboration skills to work as a productive team member, assisting as needed in projects, reports, or activities of the communications department.
- 20. Serves on school system committees, tasks forces, and representative groups as required.
- 21. Demonstrates professional ethics, sound judgment, and leadership.
- 22. Maintains appropriate confidentiality regarding /student/school/workplace matters.
- 23. Maintains and submits reports, records, and correspondence in a timely and accurate manner.
- 24. Adheres to school system rules, administrative procedures, local Board policies, and state, federal, and local regulations.
- 25. Performs any other job-related duties as assigned by supervisor.

PHYSICAL REQUIREMENTS:

N/A

TERMS OF EMPLOYMENT:

Contract Days: 240

EVALUATION:

Annual evaluation of job performance will be conducted in accordance with the current requirements set forth by the policy of the Alexander City Schools.

It is the policy of the Alexander City Board of Education that no person shall, on the grounds of race, color, disability, sex, religion, creed, nationality, origin, or age be excluded from participation in, be denied the benefits of, or be subjected to discrimination under program, activity, or employment.

Signature: _____ Date: _____

Approved by Human Resources: _____ Date: _____

Salary Schedule: Classified Professionals