

Job Title: PR Specialist

FLSA Exemption Status: Non-Exempt

Term: Additional duty assignment

Minimum Qualifications:

1. Bachelor's Degree in communications, marketing, public relations, or related field (for full time position).
2. Minimum of five years' experience with public relations, communications, marketing, or related fields (preferred for full time position)
3. Experience working in deadline-driven environments
4. Able to work well in a team environment internally and district-wide, as well as handle multiple assignments
5. A mastery of communication skills and technology skills
6. Strong writing skills
7. Ability to manage on-line presence for the school district, including website and social media platforms including Facebook, LinkedIn, Twitter, YouTube, etc.
8. Project management experience
9. A thorough knowledge and understanding of communications and research
10. An understanding of the importance of two-way communication between Franklin County School district and its many publics and audiences and the ability to carry it out
11. The ability to provide expertise and advice to administrators

Job Objectives/Goals:

The job of the PR Specialist is to promote the Director of Schools/Franklin County School District's vision and communicate key messages both internally and externally.

Responsibilities and Essential Functions:

1. Direct preparation of press releases and publication of articles and photos at the local, state, and national level, in collaboration with the district PR Supervisor.
2. Facilitate newspaper articles or other media outlets by supplying news and event details, in collaboration with the district PR Supervisor.
3. Develop and direct the district's communication plan, in collaboration with the district PR Supervisor.. Serve as liaison between district and community.
4. A "hands on" approach to handling media relations including connecting with and maintaining relationships with community radio stations; newspapers and local media; to publicize district information announcements, and events, as well as field media requests on behalf of individual schools and the district. Serve as media liaison.
5. In collaboration with the district PR Supervisor, fully manage the district Facebook page, Instagram site, and LinkedIn page. Create a presence for the district on YouTube.
6. Write and distribute press releases for Franklin County Public Schools, in collaboration with the appropriate administrator(s).
7. Prepare fliers/announcements for Franklin County Public Schools events, meetings, and workshops.
8. Author and distribute the district's e-newsletter, in collaboration with the district PR Supervisor.
9. Assists with the coordination of special events, meetings, and activities with district staff to ensure proper notification to the public.

10. Publicize awards, attainments, new personnel, progress, and achievements being made in all areas of the school district.
11. Coach building administrators on areas of need related to marketing, public relations and parent engagement.
12. Ensure that public information activities contribute to the attainment of district goals and objectives.
13. Write, compose, edit, research, compile, and/or select copy for publications, audio-visual material, media releases, displays, exhibits, and/or speeches, to develop information so that it will reach and be understood by the target audience.
14. Assesses school/district/community climate through surveys, personal contact, and solicitation.
15. Compile budgets and cost estimates based on documented program needs, in collaboration with the district PR Supervisor.

Skills and Abilities Required:

1. Good interpersonal skills.
2. Excellent organizational skills.
3. Proficient in verbal and written communication.
4. Proficient computer skills – including excel and word as well as experience with budgets.
5. Respect for confidentiality of information.
6. Ability to use time wisely.
7. Represents organization in a positive manner.
8. Enthusiasm.

Physical Demands:

1. Pushing and/or pulling
2. Climbing and/or balancing
3. Stooping, crawling, and/or kneeling
4. Reaching
5. Talking
6. Hearing
7. Seeing

Working Conditions:

1. Typical work year begins July 1 and extends through the following June 30th.
2. Works in a normal office environment.
3. Typical hours are expected to be from 7:45 and 3:15. To be completed 20% of the work days.

Reports To: Director of Schools/The District PR Supervisor

Disclaimer: The preceding job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees in this job.