

SCHOOL DISTRICT OF GADSDEN COUNTY

JOB DESCRIPTION

PUBLIC INFORMATION OFFICER

QUALIFICATIONS:

- (1) Bachelor's Degree in Mass Communications/Public Relations, or
- (2) Bachelor's Degree in any area with five years of experience in Mass Communication/public Relations, or
- (3) Two years of college and ten years of experience in Mass Communication/Public Relations

KNOWLEDGE, SKILLS AND ABILITIES:

- (1) Excellent oral and written communication skills
- (2) Proficiency in digital technology (computer, cameras, projectors, and other peripherals)
- (3) Knowledge base of school system operations, programs and departments
- (4) Excellent skills in public speaking, planning and organizing and information gathering

REPORTS TO:

Superintendent

JOB GOAL

To develop, coordinate and implement activities that will project a positive image of the district and its schools.

SUPERVISES:

Assigned Support Personnel

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.

PERFORMANCE RESPONSIBILITIES:

Service Delivery

- 1) Compose and deliver district news articles to proper media source.
- 2) Plan and implement the Teacher of the Year and Employee of the Year recognitions.
- 3) Maintain a digital pictorial history of district activities
- 4) Serve as the primary liaison between the district and all print and broadcast outlets

Professional Growth and Improvement

- 5) Attend conferences to keep abreast of changes.
- 6) Keep well informed of current trends in district and community relations
- 7) Keep abreast of noteworthy events in the district
- 8) Set high standards for self and others.

Systemic Functions

- 9) Create and distribute Superintendent's monthly newsletter.
- 10) Coordinate as needed with Superintendent's office for the Superintendent's appearances at community events.
- 11) Perform other duties as assigned.

Leadership and Strategic Orientation

- 12) Promote District goals and priorities.