

Community Relations Representative

Purpose Statement

The job of Community Relations Representative is done for the purpose/s of directing the district's public relations and communication activities; producing districtwide publications and web sites; and coordinating media and community relations events. .

This job is distinguished from similar jobs by the following characteristics: .

This job reports to the Assistant Superintendent

Essential Functions

- Compiles data from a wide variety of sources (e.g. community groups, Board, staff/departments, etc.) for the purpose of analyzing issues, ensuring compliance with organization policies and procedures, and/or monitoring program components.
- Consults with appropriate departments on internal/external communications issues and the production of publications and presentation materials for the purpose of ensuring agency-wide communication are in compliance with stated policies and procedures.
- Facilitates meetings, workshops, seminars, etc. for the purpose of identifying issues, developing recommendations, supporting other staff, and serving as a District representative.
- Monitors budget allocations, expenditures, fund balances and related financial activities for the purpose of ensuring that allocations are accurate, revenues are recorded, expenses are within budget limits and/or fiscal practices are followed.
- Oversees assigned program and/or departmental responsibilities (e.g. web site, public cable television channel, marketing materials, newsletters, etc.) for the purpose of achieving organizational objectives, and ensuring compliance with legal, and financial requirements.
- Participates in meetings (e.g. professional associations, develops networks, workshops, seminars, conferences, etc.) for the purpose of conveying and gathering information regarding a wide variety of subjects required to carry out their administrative responsibilities.
- Performs personnel functions (e.g. interviewing, evaluating, training, supervising, etc.) for the purpose of maintaining adequate staffing, enhancing productivity of personnel and achieving objectives within budget.
- Prepares a wide variety of documents and written or electronic materials (e.g. press releases, newsletters, service guides, annual reports, etc.) for the purpose of documenting activities and issues, conveying information, meeting compliance requirements, and/or providing supporting materials.
- Researches a variety of topics (e.g. public policy, education code constraints, labor cases, etc.) for the purpose of ensuring compliance with regulatory requirements and established guidelines; securing information for planning; and/or responding to requests.
- Responds to issues and inquiries from school district administrators and educators regarding development, implementation and evaluation of programs for the purpose of identifying the relevant issues and recommending or implementing a plan of action that will efficiently resolve the issue.
- Serves as a liaison between the district and media representatives, community organizations and the public for the purpose of conveying information, publicizing events, and enhancing the relationship of the district and the community.

Other Functions

- Performs other related duties as assigned for the purpose of ensuring the efficient and effective functioning of the work unit.

Job Requirements: Minimum Qualifications

Skills, Knowledge and Abilities

SKILLS are required to Specific skill based competencies required to satisfactorily perform the functions of the job include: operating standard office equipment including utilizing pertinent software applications; planning and managing multiple projects; developing and administering budgets; and developing effective working relationships.

KNOWLEDGE is required to Specific knowledge based competencies required to satisfactorily perform the functions of the job include: K-12 educational system; organizational and time management; concepts of conflict resolution; pertinent codes, policies, regulations and/or laws; current and developing technology.

ABILITY is required to Flexibility is required to Specific ability based competencies required to satisfactorily perform the functions of the job include: communicating with diverse groups; meeting deadlines and schedules; setting priorities; working as part of a team; flexible to changing conditions; making quick and accurate decisions; working with multiple projects; dealing with frequent interruptions and changing priorities; maintaining confidentiality; and facilitating communication between persons with frequently divergent positions. Attending monthly Board meetings and Dinner meetings, minimum of two retreats a year; and extensive off hours support to Emergency Communications System. Have the Ability for regular and reliable attendance.

Responsibility

Responsibilities include: . .

Working Environment

The usual and customary methods of performing the job's functions require the following physical demands: . Generally the job requires 50% sitting, 25% walking, and 25% standing. This job is performed in a generally clean and healthy environment.

Experience .

Education .

Equivalency .

Required Testing

Certificates

Administrators Credential

Continuing Educ./Training

Clearances

Criminal Justice Fingerprint/Background Clearance

FLSA Status

Approval Date

Salary Range

Non Exempt