

## **COMMUNITY OUTREACH AND PUBLIC RELATIONS SPECIALIST**

**DISTINGUISHING FEATURES OF THE CLASS:** This is work of a moderately complex nature within a school district which involves responsibility for communicating with the school community while also coordinating outreach efforts to the community-at-large. A primary function of the position will be to work closely with the Superintendent and administration to assist in the development and execution of a strategic communications and public relations plan that will bolster the school and community's ability to provide a quality learning environment for children. The incumbent will also be responsible for the coordination of various special programs and will act as a liaison between the school district and various community organizations and the general public. The work is performed under the general supervision of the Superintendent of Schools with considerable latitude to exercise independent judgment in achieving stated objectives. Does related work as required.

### **TYPICAL WORK ACTIVITIES:**

Coordinates outreach initiatives or special projects to bolster the school community's ability to foster a safe and supportive learning environment for students;

Works with Family Resource Center staff to coordinate the translation of district communications into languages other than English for parents and community members;

Provides ongoing communication with local organizations, key community leaders, parent groups and New York State organizations regarding school district related matters;

Assists the Superintendent of Schools in responding to community needs and concerns and maintains records of correspondences;

Coordinates school district announcements and prepares email blasts, website postings and phone message broadcasts pertaining to school closings, emergency advisories and other important notifications;

Searches for parent education program opportunities such as, parenting, health, or English as a Second Language courses and facilitates with the Family Resource Center Coordinators their introduction into the schools;

Collects and maintains a database of parent and community email addresses, phone numbers (or other appropriate contact information) for the purpose of enhancing school related communication;

Prepares and edits or assists in the preparation and editing of news releases, pamphlets, bulletins, informational articles, district website announcements, photos and videos;

Assists in the coordination of recognition ceremonies for students, staff and community members;

Prepares annual school district calendar displaying all school events for the school community;

Participates as a member of various groups or committees such as the District's Crisis and Emergency Response Team, Parent Council, Administrative Council and Superintendent's Student Advisory Council;

Develops and facilitates a Community School Advisory Board with the Family Resource Coordinators.

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**FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:**

Thorough knowledge of the English language; good knowledge of school and community services and resources; working knowledge of the principles and techniques of effective public relations and publicity; working knowledge of the techniques and methods of editing, illustrating and printing of publications; ability to use computer/software programs such as Desktop Publishing, Microsoft Word, or similar programs\*; ability to present ideas clearly and effectively; ability to establish good working relationships with students, parents, school personnel, and community agency personnel; ability to work independently.

**MINIMUM QUALIFICATIONS:** A Bachelor's degree or higher and two (2) years of work experience which involved research, public relations, organizational or community affairs work.

**NOTE:** A Bachelor's degree or higher in Journalism, Communications, Marketing, English, Education or a closely related field may be substituted for one (1) year of the required experience.

\*To be demonstrated during probationary term.