

PUBLIC RELATIONS/COMMUNICATIONS ASSISTANT

DEFINITION

Under the direction and general supervision of the District Superintendent, coordinates and directs publications; assumes responsibility for developing, maintaining, improving and coordinating district communication efforts, including working relationships with the media and preparation of press and other media releases; is responsible for the design, preparation and review of newsletters, brochures, bulletins, reports, and other publications; performs public relations activities and other related duties and responsibilities as required.

DISTINGUISHING CHARACTERISTICS

Incumbents of positions in this class require a wide knowledge of the policies and operations of the office in which they work, and must be able to apply this knowledge in the performance of their assigned tasks and to relate this information to the public and to staff members.

Incumbents of positions in this class will work with the press and news media to include: generating, editing, and filing press releases, and representing the District in live radio and/or television interviews.

This position is a confidential position.

TYPICAL DUTIES

Coordinates and directs the operation of publications;
Gathers information and prepares news releases, bulletins, reports, flyers, notices and other publications including appropriate photographs;
Acts as media liaison, maintaining accessibility and availability to press, media representatives, community groups and the community in general;
Attends regular and special meetings of the Board of Education and other meetings as required, and is responsible for publishing the Board-a-Gram;
May represent the District before groups and meetings as directed;
Develops and prepares visual materials to assist in all types of data and information presentations;
Publicizes District activities and programs;
Initiates and answers telephone calls; makes appointments and interviews callers and furnishes desired information or assistance or refers callers to proper authority;
Types from straight copy or rough draft, letters reports, bulletins, and memoranda, including material of a confidential nature;
Writes letters independently on routing matters not involving policy questions;
Maintains files, including files of confidential material;
Operates modern office equipment;
May supervise clerical assistants;
Requires considerable statistical and arithmetical computations.

PUBLIC RELATIONS/COMMUNICATIONS ASSISTANT (Cont.)

QUALIFICATIONS

Knowledge of:

Office procedures and practices, including filing systems, receptionist and telephone techniques, and letter and report writing;
Fundamentals of good grammar, spelling and punctuation usage, effective media presentation composition, layout and production of written material;
Photography skills: use of macro zoom lenses and use of a strobe for indoor photography, video and video editing;
Computer skills: word processing and data base management;
Journalism skills, including writing articles, editing and selection of articles for a District publication, compiling district information brochures and pamphlets;
Methods, type content, layout, and form of information required for use by various media;
Research methods, fact sources, and statistical presentation.

Ability to:

Use photographic mediums including press photograph composition and cinematography;
Plan, develop, and present mixed media presentations;
Write creatively, clearly and interestingly for general and specialized audiences;
Maintain effective personal relationships with press and media representatives, educators, parents and the public;
Speak and act on district matters within careful bounds of stated or implied policy;
Represent the district at business community and Government social and public relations functions;
Work with other public information/relations specialists;
Learn, interpret, and apply pertinent school district policies, laws, rules and regulations;
Perform responsible clerical work with speed and accuracy;
Supervise the work of others;
Understand and carry out oral and written directions:
Type at a speed of not less than 50 words per minute from clear copy.

Experience

Two years of responsible and varied typing and clerical experience requiring high contact with the public and media. Some journalism experience including layout and photography.
Experience in public relations, media communication or allied areas is desirable.

Education

Equivalent to completion of a two-year degree in journalism, communications or public relations. Qualifying experience may be substituted for education on a year-for-year basis.

Board approved 7/23/88

Revised: 10/02/90