

JOB DESCRIPTION

POSITION TITLE: Press Relations Coordinator	JOB CODE: 488E
DIVISION: Strategy and Accountability	SALARY SCHEDULE: Technology Services
DEPARTMENT: Content and Marketing	WORK DAYS: 238
REPORTS TO: Director, Content and Marketing	PAY GRADE: Rank K (NT11)
FLSA: Exempt	PAY FREQUENCY: Monthly
PRIMARY FUNCTION: Supports the Department leadership by: <ul style="list-style-type: none"> • Gathering information and preparing responses to media • Regularly update data and routine information for media and journalists • Manage list of current press contacts • Manage and oversee press book, media contact book, and handbook for media relations • Provide first feedback to journalists and relating and connecting journalists to appropriate CCSD contacts/content experts • Plan, organize and oversee press coverage • Coordinate, write and distribute press releases • Support ongoing and positive press relations with media • Copy writing, editing and management 	

REQUIREMENTS:

1.	Educational Level: Bachelor Degree or higher in Communications, Public Relations, Journalism or related field preferred
2.	Certification/License Required: None
3.	Experience: Minimum of 3 years (preferably 5) journalism, newsroom, or professional communications experience; strong writing and proofreading experience
4.	Physical Activities: Routine physical activities that are required to fulfill job responsibilities
5.	Knowledge, Skills, & Abilities: Exceptional written, oral, presentation and communication skills; social media and blogging experience appreciated

The Board of Education and the Superintendent may accept alternatives to some of the above requirements.

PREFERRED QUALIFICATIONS:

1.	Creative problem solver with solution orientation.
2.	Demonstrated ability to be flexible and quickly respond to project activities, multi-tasking multiple projects.
3.	Experience working within a team environment with an ability to manage conflict professionally and respectfully.
4.	Experience with Word, Excel, Power Point, Outlook, web publishing and Adobe Creative Suite.
5.	Evidence of excellent interpersonal relationship skills.
6.	Interest in photography, videography, web design, social media.
7.	Highly motivated; Ability to prioritize, focus and achieve results in a fast paced and complex environment.

ESSENTIAL DUTIES:

1.	Demonstrates prompt and regular attendance.
2.	Provides the highest quality of customer service while delivering communications to both internal and external stakeholders.

3.	Writes and edits for multiple media including brochures and other marketing materials, newsletters, internal and external email blasts, news releases and web site, ensuring that key messages are accurate, compelling and include a call to action as appropriate.
4.	Implements brand identity standards for schools and the District.
5.	Writes and/or edits and distributes public information releases to the community and news media.
6.	Implements journalism principles and practices and techniques related to planning, composing and editing publications utilizing Associated Press Style.
7.	Edits and manages District news blog.
8.	Works collaboratively with Department staff to provide written copy for communications and marketing initiatives.
9.	Monitors appropriate strategies, trends, and technology to ensure utilization of latest tools.
10.	Provides support for Board of Education meetings, public forums and other District events, including but not limited to preparing sign-in sheets, and compiling information for recognitions.
11.	Collects and maintains District facts, figures and statistics for public provision.
12.	Experience with stakeholder involvement (project specific and/or meeting coordination).
13.	Demonstrated ability to write for and communicate clearly with a wide variety of communication media such as newspaper, radio, television and other forms of media.
14.	Knowledge of methods and techniques of developing and executing marketing and communications to the public.
15.	Demonstrated project management skills with the ability to meet deadlines for all types of media, maintaining multiple projects simultaneously with frequent interruptions.
16.	Performs other duties as assigned by appropriate administrator.

Signature of Employee _____ Date _____

Signature of Supervisor _____ Date _____