

SUMTER COUNTY SCHOOL BOARD - JOB DESCRIPTION

TITLE: Community Relations Liaison			
CLASSIFICATION: Professional	NEW: Yes	UPDATED:	FLSA STATUS: Exempt
REPORTS TO: Senior Director of Business and Institutional Services			
SUPERVISES: N/A			
JOB GOAL: To create and lead the implementation of a comprehensive strategic communications program for the Sumter County School District, resulting in improved perception and support for the District.			
NOTE: N/A			
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 Board.			
EVALUATION: Performance of this job will be evaluated in accordance with provisions of the Board's policy on evaluation of personnel.			

QUALIFICATIONS:

1. Bachelor's degree or higher from an accredited educational institute, preferably in the field of Communications, Marketing, Public Relations, Business or related field.
2. Demonstrated proficiency in written communication skills such as speech writing, scripting, and composing promotional web or news content.
3. Minimum of five years successful experience in public relations, journalism, communications or related field.
4. Experience in production of videos and or live broadcasts preferred.
5. Accreditation in Public Relations (APR) encouraged.
6. Such additional or alternative qualifications to the above as the Board may find appropriate and acceptable.

PERFORMANCE RESPONSIBILITIES: Essential duties end with an asterisk.

1. Provide overall leadership and direction for strategy, design and operation of the District's internal and external marketing, branding, public relations and communications activities and outcomes.*
2. Create, develop and manage content for the District's web presence; this requires working with content management software.*
3. Manage the District website and all social media platforms.*
4. Collaborate with school and District staff for the design and regular maintenance of all websites.*
5. Keep up to date on current technologies and all American Disability Acts requirements.*
6. Coordinate and participates in the planning, development, production and dissemination of internal and external communications including promotional materials, marketing messages, video scripts, media kits, public service announcements, executive speeches, staff or community newsletters, annual reports, press releases, opinion pieces and other content that reflects the District's commitment to being an innovative leader in quality education.*
7. Develop and implement a comprehensive strategic communications plan for the District.*
8. Build and sustain, online communities by overseeing the use of analytics to enhance digital experiences that develop relationships with key audiences including students, teachers, families and other community stakeholders through social media postings and campaigns.*
9. Work cohesively with District and school administrators and other staff members in publicizing and promoting success, achievements and newsworthy announcements.*
10. Serve as a District spokesperson in areas of success, sensitivity and controversy.*
11. Create communications strategies and formulate appropriate messaging for sensitive and confidential materials to be shared with appropriate internal and external audiences.*
12. Regularly review District publications to ensure effectiveness of communication with the public. Solicits feedback to assess community and employee opinions and attitudes with the goal of improving feedback.*
13. Coordinate the Climate Survey process.*

14. Utilize traditional and alternative (social media) activities to actively recruit high-quality employees.*
15. Plan, develop and execute employee recognition programs.*
16. Collaborate with government offices or agencies, chambers of commerce, business owners and various local non-profit and profit-generating organizations to promote the District and schools to maintain open lines of communication and to facilitate sharing of resources and responsibilities.*
17. Attend school board meetings to maintain a working knowledge of current issues and trends, budgeting concerns, personnel interests and other pertinent matters of public interest.*
18. Presents information to the school board regarding school and community activities.*
19. Serve as the communication liaison between the District and the community at large.*
20. Represent the District at community and school functions and on various committees as requested by the superintendent.*
21. Prepare District presentations and reports as requested by the superintendent.*
22. Other duties as assigned.

PHYSICAL REQUIREMENTS:

1. The physical requirements described here are representative of those that must be met by an employee to successfully perform the essential functions of the job.
2. While performing the duties of this job, the employee is regularly required to sit; use hands to manipulate objects, tools, or controls; reach with hands and arms; and talk and hear.
3. The employee must frequently lift and/or move up to ten (10) pounds and occasionally lift and/or move up to twenty-five (25) pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, and the ability to adjust focus.
4. Noise level in the work environment is usually moderate.