

SCHOOL DISTRICT OF SARASOTA COUNTY

JOB DESCRIPTION

MEDIA RELATIONS [SPECIALIST] & COMMUNICATIONS MANAGER

SALARY SCHEDULE: ADMINISTRATIVE – [J] G

COST CENTER: COMMUNICATIONS [AND COMMUNITY RELATIONS] & GOVERNMENT AFFAIRS DEPARTMENT (9075)

QUALIFICATIONS:

- Bachelor of Science or Bachelor of Arts Degree from an accredited educational institution in Journalism, Communications, Public Relations, Marketing, or related discipline
- Minimum of [three (3)] five (5) years professional experience in one (1) of the above fields.
- Experienced in planning, implementing, evaluating, and managing resources, initiatives, or personnel.

KNOWLEDGE, SKILLS AND ABILITIES:

- [Strong] Exceptional oral and written communications skills.
- Demonstrated successful experience in media relations, press interviews, internal & external strategic communications, and crisis communications.
- Demonstrated ability to target messages to different audiences through a variety of communication avenues.
- Proactive, creative, and extremely detail oriented.
- Proven ability to prioritize functions and manage time, resources, and stress effectively in a fast-paced environment.
- Ability to independently identify, plan, organize and prioritize activities required to complete assignments. Ability to relate to, and communicate with, staff within the organization along with media and stakeholders outside the organization.
- Experience and proficiency in digital communication strategies and social media platforms.
- Knowledge of district, state, and federal policies, guidelines, laws, and rules related to communications. [Knowledge of media and community relations, including understanding of identification of and communication with target audiences.]
- [Strong interpersonal skills.]
- [Working knowledge of digital and social media and CMS platforms].
- [Demonstrated creativity and initiative].
- [Be creative and very detailed in assignments].
- [Graphic arts, publications and/or photography experience desired. Crisis communications experience.]

REPORTS TO:

Director of Communications & Government Affairs

JOB OBJECTIVE:

[To provide support for effective internal and external communications and community relations, and to] Assist in the development & sustainment of a visible and consistent position of Sarasota County Schools as an efficient, successful, student-centered service organization. Provide administrative oversight and leadership for the planning, development, and implementation of the school district's internal and external communications and public relations efforts.

SUPERVISES:

MEDIA RELATIONS [SPECIALIST] & COMMUNICATIONS MANAGER (Continued)

[N/A] Assigned Support Personnel

PERFORMANCE RESPONSIBILITIES:

Assists the Director of Communications [and Community Relations] & Government Affairs to:

- Serve as a positive and professional advocate for students & employees and an ambassador to the community to [improve] foster public confidence in, and support for, the District.
- Exercise leadership in promoting and implementing the District's vision, mission, and goals [and] through strategic communications [commitments].
- Facilitate communication between the District and the community through [written and electronic media] the development & transmission of written and electronic media, such as news releases and media statements.
- Serve as the intermediary between the District and the media. Ensure that media inquiries for background & contextual information about the District are addressed in a timely manner. [Initiate and support effective communication among the staff and other internal audiences in the District, including parents, students and volunteers.]
- Facilitate media interviews with district administrators, school-based administrators, and other subject matter experts. Serve as spokesperson for the District when appropriate. Arrange news conferences when appropriate.
- Provide professional public relations counsel and assistance to district and school-based administrators. Advise district and school-based administrators on communications and public relations issues. [Develop and publish informational materials, including news releases, brochures, newsletters, e-mail and web-site content for general and specific target audiences.]
- Provide training for district and school-based administrators on media relations best practices and strategies, as requested. [Serve as liaison with area news media through timely and thorough responses to inquiries and by arranging news conferences when appropriate.]
- Promote media coverage for important district, staff, and student accomplishments and newsworthy events.
- Initiate and support effective communication among the staff and other internal audiences in the District including parents and students. [Respond to individual inquiries for information about the school district.]
- Assist Director in managing communications & government affairs initiatives for the District.
- Assist Director in the development and implementation of district & school crisis communications plans and needs. [Develop community outreach activities.]
- Recommend innovative avenues of communication for external and internal audiences. [Arrange tours of schools and other district facilities for community members, business partners, public officials, visiting dignitaries and others.]
- Interact with parents, community members, business leaders, public officials, and service agencies to improve understanding of and support for District initiatives and priorities.
- Models the routine, intentional, and effective use of technology in daily work including communications, organization and management tasks. [Advise district staff on communications and community relations issues.]
- Develop and maintain accurate records of the District's public relations program. [Provide professional development and staff training in effective communication and community relations.]
- Sustained focus and attention to detail for extended periods of time. [Prepare or oversee the preparation of required reports and maintain appropriate records.]
- Maintain a network of contacts and peer support through professional organizations.
- Every Sarasota County Schools employee has emergency response responsibilities, though not every position will require routine assignments during an emergency event. All employees are subject to recall around the clock for emergency response operations, which may require irregular work hours, work at locations other than the normal work location, and may include duties other than those specified in the employee's official job description. Assignments in support of emergency operations may be extensive in nature, with little advance notice, and may require employees to relocate to emergency sites with physically and operationally challenging conditions.
- [Sustained focus and attention to detail for extended periods of time.]

MEDIA RELATIONS [SPECIALIST] & COMMUNICATIONS MANAGER (Continued)

- Perform [as directed] other tasks consistent with the goals and objectives of this position, as directed.

PHYSICAL REQUIREMENTS:

Light Work: Exerting up to 20 pounds of force occasionally and/or up to 10 pounds of force as frequently as needed to move objects.

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 District.

EVALUATION:

Performance of this job will be evaluated in accordance with provisions of the Board's policy on evaluation of personnel.

Job Description Supplement No. 11

*Essential Performance Responsibilities