



Communication-PR Specialist

Purpose Statement

The job of Communication-PR Specialist is done for the purpose/s of directly works with the Superintendent and District Administration to develop, coordinate, and implement a marketing and communications plan for Provo City School District. This position includes giving leadership to all aspects of public information and community relations. Responsibilities include developing strong relationships with the public (i.e. media outlets, District staff, students, parents, tax-payers, state legislators, etc.); creating and coordinating information for news media; overseeing the Districts GRAMA responses; preparing and delivering presentations; and planning and directing the District's social media efforts.

This job reports to Superintendent

Essential Functions

- Arranges media interviews, writes scripts, takes photographs, and creates slide shows for various presentations and programs for the purpose of enhancing and maintaining positive, supportive and cooperative institutional relationships.
- Attends and provides support for School Board meetings, Council Meetings, website development meetings, and other meetings as necessary for the purpose of ensuring that information is distributed in a timely and accurate manner.
- Creates and markets comprehensive public relations campaigns promoting bond elections or other voter initiatives for the purpose of accurately educating Provo City voters regarding the needs of the District.
- Develops and manages the district crisis communication plan in a variety of emergency situations (i.e. earthquake, bomb threat, fire, etc.) for the purpose of ensuring timely and adequate notification of parents, community members, agencies, etc.
- Directs the District's social media initiatives for the purpose of ensuring appropriate and relevant use of social media sites.
- Directs the management of and actively seeks donors for the Provo City School District Foundation for the purpose of fostering community involvement in the funding and recognition of District programs, students, and personnel.
- Manages the development of collateral material (i.e. video production, District website, brochures, flyers, newsletters, newspapers, social media, etc.) for the purpose of promoting District Goals and Initiatives.
- Manages ParentLink and its content, for the purpose of providing updated and relevant information for parents and other users.
- Oversees the development and distribution of the District's annual "State of the District" report for the purpose of ensuring transparency and accountability to the public regarding District matters.
- Oversees TrustLANDS management and training of school community councils for the purpose of ensuring that the District is in compliance with state and local regulations and guidelines.
- Performs other related duties as assigned for the purpose of ensuring the efficient and effective functioning of the work unit.
- Provides media and public relations trainings to administrative and support staff for the purpose of improving District-wide public relations.

- Provides information to stakeholders about policies, family or volunteer opportunities, District personnel, Board meetings to address concerns, and other relevant information for the purpose of improving student achievement through the active engagement of families and community members.
- Researches, writes, and coordinates the distribution of news releases to the media for the purpose of clearly articulating District goals, initiatives, and decisions.
- Searches for innovative methods to attract positive media attention for the purpose of expanding the coverage of District events, celebrating District successes, and recognizing cutting-edge practices.
- Understands and clearly and accurately communicates business, scholastic, procedural and other relevant information to internal staff, students, parents, and press for the purpose of ensuring common understandings of District-related issues.
- Develops, implements and evaluates the District's marketing and communications plan for the purpose of creating a positive public perception of the District and to meet the information needs of the District's internal and external stakeholders.
- Serves as District spokesperson and public information (e.g. great work, etc.) for the purpose of clearing identifying and communicating the official district position on a variety of issues.

Job Requirements: Minimum Qualifications

Skills, Knowledge and Abilities

SKILLS are required to perform single, technical tasks with a potential need to upgrade skills in order to meet changing job conditions. Specific skill based competencies required to satisfactorily perform the functions of the job include: .

KNOWLEDGE is required to perform basic math; review and interpret highly technical information, write technical materials, and/or speak persuasively to implement desired actions; and analyze situations to define issues and draw conclusions. Specific knowledge based competencies required to satisfactorily perform the functions of the job include: .

ABILITY is required to schedule activities, meetings, and/or events; often gather, collate, and/or classify data; and consider a number of factors when using equipment. Flexibility is required to independently work with others in a wide variety of circumstances; analyze data utilizing defined but different processes; and operate equipment using standardized methods. Ability is also required to work with a diversity of individuals and/or groups; work with a variety of data; and utilize a variety of job-related equipment. Problem solving is required to identify issues and create action plans. Problem solving with data frequently requires independent interpretation of guidelines; and problem solving with equipment is limited to moderate. Specific ability based competencies required to satisfactorily perform the functions of the job include: .

Responsibility

Responsibilities include: working under direct supervision using standardized procedures; directing other persons within a small work unit; tracking budget expenditures. Utilization of resources from other work units is often required to perform the job's functions. There is a continual opportunity to impact the organization's services.

Work Environment

The usual and customary methods of performing the job's functions require the following physical demands: some lifting, carrying, pushing, and/or pulling, and some fine finger dexterity. Generally the job requires 60% sitting, 10% walking, and 30% standing. This job is performed in a generally clean and healthy environment.

Experience: Job related experience is desired.

Education: Bachelors degree in job-related area.

Equivalency:

Required Testing

Certificates and Licenses

Continuing Educ. / Training

Clearances

FLSA Status
Exempt

Approval Date

Salary Grade
Level 1