

**TITLE:** Public Relations and Marketing Specialist

**QUALIFICATIONS:**

1. Bachelor's degree in Journalism, Public Relations, Communication, Education, or related field
2. Minimum of five (5) years' experience in one of the above fields
3. Accredited in Public Relations (APR) candidates preferred
4. Exceptional oral and written communication skills
5. Such alternatives to the above qualifications as the Board may find appropriate and acceptable.

**REPORTS TO:** Superintendent

**SUPERVISES:** Assigned Staff

**JOB GOAL:** Assists the Superintendent and the Board in executing the communication efforts of the district, enhancing community relationships and managing the District brand.

**JOB DUTIES:**

1. Demonstrates support for and clearly articulates the District's vision, mission, goals, and priorities.
2. Markets, promotes and develops platform to feature successes of school system.
3. Anticipates communication needs and serves as a spokesperson for the District.
4. Serves as District liaison to all media outlets.
5. Manages all public records requests under the Freedom of Information Act.
6. Manages the District's rapid notification system for routine emergency events.
7. Serves as District webmaster, managing content, brand, and navigation.
8. Develops/executes comprehensive annual communications plan.
9. Reviews all advertising and public messages prior to release.
10. Oversees district's branding efforts and ensures implementation to fidelity.
11. Assist with District recruiting and attends employment fairs.
12. Mentors/trains school-level webmasters and communication team members.
13. Works with District departments and schools on positive media placement.
14. Assist with school-based communication programs for school-level news promotions.
15. Assists principals, administrators, and department heads with large-scale events.
16. Manages, monitors, and leverages District and School social media accounts.
17. Follows up on routine information requests from customers to include parents, citizens, and businesses.
18. Recommends activities and promotional opportunities, and develops materials to enhance public understanding of the District.
19. Works with athletic coordinator in providing communications assistance to athletic programs.
20. Visits schools and work sites.
21. Attends community events and Board of Education meetings.
22. Maintain professional growth and competence through professional development **as per Board Policy 5.5 Personnel – Professional Development**
23. Adhere to school system rules, administrative procedures, local board policy, and state and federal rules and regulations.
24. Perform other duties as may be assigned.

**Essential Duties**

Job descriptions are designed and intended only to summarize the essential duties, responsibilities, qualifications, and requirements for clarifying the general nature and scope of a position's role as part of the overall organization. Job descriptions do not list all tasks an employee might be expected to perform and they do not limit the right of the employer/supervisor to assign additional tasks or otherwise to modify duties to be performed – even if seemingly unrelated to the basic job. Every employee has a duty to perform all assigned tasks (an employee who is assigned a duty or task believed to be unlawful should report the assignment to their direct supervisor). It should also be noted the order of duties/responsibilities as listed in the job description is not designed or intended to rank the duties in any order of importance relative to each other.

**TERMS OF EMPLOYMENT:**            9-Month    10-Month    11-Month    12-Month

**EXPECTED WORK DAY:**                 8 Hours

**SALARY:**           According to Albertville City School Board approved salary schedule and determined by rank and experience **as per policy 5.1.2 – Personnel – Special Requirements for the Position**

**EVALUATION:** Shall be evaluated in accordance with provisions of the Board's policy on Evaluation of Professional Personnel and State Requirements

Reviewed and agreed to by: \_\_\_\_\_ Date \_\_\_\_\_  
Employee

Principal/Program Coordinator \_\_\_\_\_  
Initials

Human Resource \_\_\_\_\_  
Initials

**BOARD APPROVED: 6/30/22**