

Pflugerville Independent School District

Job Title/Position:	Communications Officer	Department/School:	Community Relations & Partnerships
Pay Information:	Organizational Leadership Salary Schedule Pay Grade: OL7 / Days: 226	Supervised By:	Chief of Staff
FLSA:	Exempt	Date Revised:	June 2018

Primary Purpose:

Promotes positive public relations between the school district and community. Prepares and provides information to the public about the activities, goals, and policies of the school district. Distributes pertinent information about the district and its activities to employees.

Qualifications (Experience/Education/Certification):

Bachelor's degree and five years experience in education, journalism, or communications.

Major Responsibilities:

- Directs and manages the district's community relations activities.
- Serves as the information liaison between the school system and the community.
- Serves as district spokesperson and coordinates media coverage.
- Prepares press releases and publishes articles and photos in local media and other publications.
- Utilizes online, digital and other technology resources to communicate with the community.
- Helps school personnel publicize and promote any performances, exhibitions, displays, or special programs sponsored by the schools.
- Designs, prepares, and edits district publications including newsletters, recruitment brochures, programs for special events, and other publications.
- Serves as district representative on community committees as required.
- Ensures that public information activities contribute to the attainment of district goals and objectives.
- Keeps informed of developing communication trends and techniques.
- Keeps up to date on issues affecting public education at the national, state and local levels.
- Speaks at civic organization meetings and makes presentations to classes.
- Demonstrates awareness of district-community needs and initiates activities to meet those needs.
- Supervises personnel within the Community Relations Department.
- Prepares and delivers presentations to the Board and other organizations.
- Develops a long-range communications plan for the district.
- Performs other duties as assigned.
- Conserves electricity as outlined in the districts energy management plan.

Special Knowledge/Skills:

- Knowledge of media relations and public relation functions.
- Knowledge of all applicable federal, state, and local laws, guidelines and procedures.
- Knowledge of rules and techniques in records management.
- Knowledge of personnel and budget management.
- Knowledge of acceptable supervisory practices.
- Skill in communicating effectively with others.
- Skill in effectively interpreting policy, procedures, and data.
- Skill in using personal computers to design and produce district publications.
- Skill in working with various forms of equipment including, but not limited to personal computers, calculators, projectors, and printers.
- Skill in working with computer tools, including but not limited to, Adobe Creative Suite, email, internet, word processing, and spreadsheets.
- Skill in working in collaborative team-based environments.

Supervisory Responsibilities:

Departmental staff members.

Working Conditions (Mental Demands/Physical Demands/Environmental Demands):

Prolonged use of computer; work regularly requires work outside the normal work week; must be able to push, pull, lift, and/or carry at least 30 lbs.

The foregoing statements are intended to describe the general nature and level of work being performed by employees assigned to this job title. They are not intended to be construed as an exhaustive list of all responsibilities, duties, knowledge, skills, and abilities required.

Received by: _____ Date: _____