

HUBER HEIGHTS CITY SCHOOL DISTRICT JOB DESCRIPTION

JOB TITLE:	Public Relations Supervisor
LOCATION:	HHCS District
REPORTS TO:	Superintendent

SUMMARY:

The Public Relations Supervisor proactively implements internal and external communications activities such as interacting with the news media, creating news releases and other writing projects, media coverage tracking and reporting, communicating with district/building administrators, and advancing branding and social media strategies.

EDUCATION & QUALIFICATIONS:

Bachelor's degree in public relations, communications or related discipline, and at least four years' experience in public relations or related field. This individual should be an energetic, organized and informed self-starter who is a strong writer. Position requires creativity, initiative, the ability to operate independently, and a solid understanding of traditional communications techniques and new media/social technologies. Proficiency with Microsoft Office and Google Suite required; familiarity with Adobe Creative Suite preferred.

ESSENTIAL FUNCTIONS:

- Responsible for the school district's public relations/image initiatives, and acts as the media spokesperson and crisis spokesperson for the organization.
- Responsible for planning publicity strategies and campaigns.
- Responsible for dealing with inquiries from the public, the press, and related organizations.
- Writes, edits and disseminates a variety of communications including press releases, articles and website content.
- Analyzes media coverage and maintaining the district's social media presence using district accounts (e.g., Facebook, Instagram, Twitter and LinkedIn).
- Organizes and maintains content on the district owned website.
- Must work collaboratively with the district Superintendent and/or Designee(s) about public relation messages, content and programming.
- Work directly with website vendor(s) to keep the site up-to-date and provide insight to the functionality of the district's website.
- Strong ability to organize, prioritize, work under time constraints, and to be flexible in an environment of multiples tasks and changing priorities.

- Exhibit a personality that demonstrates interpersonal skills to relate well across a variety of multi-cultural, multi-experience, multi-background audiences including students, staff, administration, parents, and the community.
- Must have excellent verbal, written, and interpersonal communications skills and proficiency with current technology; ability to confidentially communicate. Possess excellent leadership skills and teamwork.
- Other related duties as communicated by the district Superintendent.

WORKING CONDITIONS:

- Normal work schedule is Monday through Friday (business hours), but must be able to work a flexible schedule including days, evenings, weekends and holidays.
- Typical work environment is an office setting, with time spent at various district school buildings and in the local community.
- Physical requirements include walking, sitting, standing, reaching, lifting, finger dexterity, seeing details at close distances, and hearing and communicating clearly.
- Must be able to lift, carry, and move work-related supplies/equipment of 35lbs.
- Position requires occasional work outdoors in a variety of weather conditions.
- Requires the use of a vehicle; must possess a valid driver’s license and demonstrate a satisfactory driving record.

TERMS OF EMPLOYMENT:

- 260 day contract

EVALUATION: This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee of this job. Duties, responsibilities and activities may change at any time with or without notice. Performance of this job will be evaluated annually in accordance with the provisions of the Board’s policy of evaluation for certified personnel.

The Huber Heights City School District Board of Education is an equal opportunity employer offering employment without regard to race, color, religion, sex, national origin, age, or disability. This job description summary does not imply that these are the only duties to be performed. This job description is subject to change in response to funding variables, emerging technologies, improved operating procedures, productivity factors, and unforeseen events.

Signature: _____ Date: _____