

**NELSD BOARD OF EDUCATION
JOB DESCRIPTION**

Locator Index 4.16

Date: _____

Incumbent: _____

Title: **4.16 Community Relations Representative
(Central Office Staff)**

Reports To: Local Superintendent and/or designee.

Employment Status: Full-time

FLSA Status: Non-Exempt

Qualifications:

1. BA or Equivalent in English/Writing
2. Valid driver's license
3. Good health, high moral character and good attendance record
4. Demonstrated previous community service and leadership
5. Preferred experience in journalism and/or newsletter development
6. Professional tact, diplomacy and presentation with administrators, staff, teachers, students, parents and the community.

General Description: Development of a school district newsletter and maintain social media. To provide news releases, stories, photographs that ensure a positive Image of the district. Must be consistent with the needs and interests of school personnel and to enhance communication with community groups and organizations. (Inclusion: articles on school district activities and projects of an educational, recreational, athletic, civic, cultural and/or social service nature.)

Essential Functions:

1. Maintains respect at all times for confidential information.
2. Prepares and submits periodic reports as requested by the local superintendent and/or the board of education.
3. Coordinates activities with building principals and personnel.
4. Expands coverage of educational and enrichment opportunities for all ages through local media usage.
5. Provide office support at the Board of Education office.

6. Represents education and local school events to the community to develop a more thorough understanding of purposes and functions within the district.
7. Develops effective working relationships between the schools and community groups or organizations.
8. Layout and design a newsletter for the district.
9. Plan publicity items for newspapers, social media, radio and/or television (when necessary) to promote the positive aspects of every phase of the educational setting.
10. Other duties as assigned.

Other Duties and Responsibilities:

1. Serves as a role model for student in how to conduct themselves as citizens and as responsible, intelligent human beings;
2. Helps instill in students the belief in and practice of ethical principles and democratic values; and
3. Conducts other duties related to the representative's duties as assigned by the local superintendent and/or the board of education.

ADDITIONAL WORKING CONDITIONS:

1. Occasional exposure to blood, bodily fluids, and tissue.
2. Occasional operation of a vehicle under inclement weather conditions.
3. Occasional interaction among unruly children.

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Title: **4.16 Community/Media Representative (Central Office)**

This job description in no manner states or implies that these are the only duties and responsibilities to be performed by the position incumbent. The incumbent will be required to follow the instructions and perform the duties required by the incumbent's supervisor, appointing authority, or designee.

(Superintendent or designee)

Date

My signature below signifies that I have reviewed the contents of my job description and that I am aware of the requirements of my position. I further certify that I have reviewed the most current copy of the NELSD Board of Education Personnel Policy Manual.

(Employee Signature)

Date