

**BEAVERCREEK CITY SCHOOL DISTRICT  
JOB DESCRIPTION**

<b>Title:</b>	<b>PUBLIC RELATIONS COORDINATOR</b>	<b>File 401</b>
<b>Reports to:</b>	Superintendent/Assistant Superintendent	
<b>Job Objective:</b>	Plans/directs ongoing public relations initiatives.	
<b>Minimum Qualifications:</b>	<ul style="list-style-type: none"><li>•Bachelor's degree in public relations, mass communications, or equivalent experience.</li><li>•Administrative skills verified by training and work experience in communications, journalism, marketing, public relations, or closely related field.</li><li>•Ability to influence the school district's dynamic political, social economic, legal and cultural environment.</li><li>•Analyzes and presents professional information in a clear and easy-to-read format.</li><li>•Displays flexibility, reliability, self-discipline and a willingness to take on challenging tasks.</li><li>•Effective supervisory, communication, problem-solving and time management skills.</li><li>•Versatile writing/editing skills and expertise in graphic design, photography, and videography.</li><li>•Embodies high ethical standards/integrity. Accepts responsibility for personal decisions/conduct.</li><li>•Maintains a record free of criminal violations that would prohibit public school employment.</li></ul>	
<b>Essential Functions:</b>	<ul style="list-style-type: none"><li>•Professionally managed district communications.</li><li>•Establishes appropriate levels of employee autonomy and accountability.</li><li>•Manages the development, delivery and advancement of district communications.</li><li>•Promotes community awareness of district programs, notable achievements and special events.</li><li>•Efficiently manages concurrent responsibilities.</li><li>•Prioritizes and completes assigned tasks within required time-frames.</li><li>•Develops effective solutions for work-related problems.</li><li>•Serves as an advisor to the superintendent and active member of the administrative team.</li><li>•Facilitates compliance with all pertinent local, state and federal laws.</li><li>•Oversees the collection of accurate program data and the timely processing of required paperwork.</li><li>•Assumes responsibility for the results of delegated duties.</li><li>•Facilitates collaborative planning of department meetings.</li><li>•Directs special projects committees.</li><li>•Collaborates with staff to develop strategies that enhance communications with the public.</li><li>•Provides administrative direction and oversight of district websites.</li><li>•Assists with program-related social media/website content updates.</li><li>•Prepares print materials, manages production timelines and ensures content is accurate and appropriate.</li><li>•Provides administrators an opportunity to proof materials before publication.</li><li>•Coordinates the revision, duplication and distribution of district publications/print materials.</li><li>•Assists administrators responding to media information requests. Assists with speeches as directed.</li><li>•Photographs school events. Organizes digital photo/video files. Creates media products.</li><li>•Coordinates preparation/clean-up activities for public events. Plans for equipment needs (e.g., cabling, computer, interactive whiteboard, power supply, projector, video/audio, etc.).</li><li>•Assists with the production of radio/television shows and advertisements as directed.</li><li>•Coordinates communications workshops for district staff, as requested.</li><li>•Prepares articles publicizing school activities and human-interest stories.</li><li>•Complies with the Licensure Code of Professional Conduct for Ohio Educators.</li><li>•Cultivates relationships that promote a strong commitment of public support for the district.</li><li>•Develops mutually respectful relationships with co-workers. Functions as part of a cohesive team.</li><li>•Enforces drug-free workplace rules, board policies and administrative guidelines/procedures.</li><li>•Maintains a professional appearance. Wears work attire appropriate for the position.</li><li>•Maintains an acceptable attendance record and is punctual.</li></ul>	

- Performs all aspects of the job. Sustains effective working/learning environments.
- Provides leadership for the advancement of best practices and academic standards.
- Respects privacy and maintains the confidentiality of privileged information.
- Keeps current with professional standards associated with work duties.
- Updates skills as needed to use task-appropriate technology effectively.
- Proficiency with current technology for performance of duties; including website content management systems, digital cameras, and graphic design software.
- Assist in updating and implementing emergency preparedness/crisis response plans.
- Maintains high standards for appropriate conduct. Recognizes and responds to prevent aggressive behavior or harassment.
- Complies with district procedures and federal/state laws when dealing with discrimination, suspected child abuse/neglect or when inappropriate behavior is encountered.
- Coordinates and actively participates in staff responses to unexpected and/or urgent situations.

**Working  
Conditions:**

Safety is essential to job performance. Employees must comply with workplace safety regulations, health laws and district procedures if duties involve any of the following situations:

- Encounters with angry, rude and/or unpleasant individuals.
- Exposure to airborne particulates, chemicals, combustible materials, electrical hazards, equipment vibrations, noise, moving mechanical parts, odors and/or slippery/uneven surfaces.
- Exposure to bloodborne pathogens and/or communicable diseases.
- Exposure to weather conditions and/or temperature extremes.
- Operating equipment and/or riding in a vehicle. Working in or near vehicular traffic.
- Traveling to meetings and work assignments.

The Beaver Creek City School District is an equal opportunity employer. This document identifies typical functions and is not intended to be an exhaustive list of possible job assignments. Employee performance is evaluated according to board policy, administrative procedures and current contractual agreements.

**June 2021**