

Kyrene School District, Arizona

Class Specification

Class Title: Community Relations/Public Information Manager

BAND	GRADE	SUBGRADE
C	4	1
DEPARTMENT: Community Education and Outreach Services	ACCOUNTABLE TO: Director/Asst. Director of Community Education	FLSA STATUS: Exempt
CLASS SUMMARY: Incumbent is responsible for maintaining effective public, media, and community relations throughout the District and serving as the District's public affairs and media communications consultant. Duties include: coordinating the production of district publications to include brochures, booklets, and newsletters, determining content, making editorial changes, and determining production schedule; serving as the liaison officer between the District and news media; producing and distributing news releases and information for reporters covering board meetings, public hearings, and events; serving as information liaison between the total school system and the community at large; producing videotapes and photographs for publication; maintaining open lines of communication with all community organizations, and providing prompt responses to requests; assisting in planning and implementing periodic polling of public opinion and elections; coordinating various events; and updating and maintaining the District Internet webpage; managing and coordinating program activities; preparing and administering the budget.		
DISTINGUISHING CHARACTERISTICS: The Community Relations/Public Information Manager is a stand-alone classification. The community Relations/Public Information Manager has full supervisory responsibility for the work of the division.		

DUTY NO.	ESSENTIAL DUTIES: (These duties are a representative sample; position assignments may vary.)	FRE-QUENCY	BAND/ GRADE
1.	Coordinates the production and distribution of district publications such as brochures, booklets, and newsletters to include determining content, making editorial changes, and determining production schedule.	Daily	C4
2.	Serves as the liaison officer between the District and news media to include producing and distributing news releases and information for reporters covering board meetings, public hearings, and events.	Daily	C4

DUTY NO.	ESSENTIAL DUTIES: (These duties are a representative sample; position assignments may vary.)	FRE-QUENCY	BAND/ GRADE
3.	Serves as information liaison between the total school system and the community at large to include responding to public inquires and finding and presenting relevant information.	Daily	C4
4.	Maintains open lines of communications with all community organizations and provides prompt responses to requests to include determining how to convey clear, concise, and timely information.	Daily	C4
5.	Updates and maintains the District Internet webpage.	Weekly	B2
6.	Provides communications support services and consultation to District administration to include determining relevant and interesting issues and how to communicate inside and outside of the District.	Weekly	C4
7.	Produces videotapes and photographs for publication to include determining what programs and issues to include, how tape should be edited, production timeline, and when and where to distribute.	Annually	C4
8.	Coordinates various events to include where to have event, whom to invite, and how to publicize.	Occasionally	C4
9.	Assists in planning and implementing the periodic polling of public opinion regarding the District on current education issues.	Occasionally	C4
10.	Performs other duties of a similar nature or level.	As Required	N/B

- Knowledge** (position requirements at entry):
- Knowledge of:
- District policies and procedures;
 - Communications, marketing, public relations, and media relations concepts, techniques, and strategies;
 - Printed publication production;
 - Current educational issues and trends.

Skills (position requirements at entry):

Skill in:

- Producing videotapes;
- Writing, editing, and photography;
- Defining problems, collecting data, establishing facts, and drawing valid conclusions;
- Reading, analyzing, and interpreting educational journals and governmental regulations;
- Communication, interpersonal skills as applied to interaction with coworkers, supervisor, the general public, etc. sufficient to exchange or convey information and to receive work direction.

Training and Experience (position requirements at entry):

Bachelor's Degree in Journalism, Communications, Marketing, or closely related field and three years experience in communications writing and editing public relations materials; or, any combination of education and experience sufficient to successfully perform the essential duties of the job such as those listed above.

Licensing Requirements (position requirements at entry):

None required.

Physical Requirements:

Positions in this class typically require: reaching, standing, fingering, talking, seeing, and repetitive motions.

Sedentary Work: Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally and all other sedentary criteria are met.

Classification History:

Draft prepared by Fox Lawson and Associates LLC (kw)

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