

Santa Rosa County District Schools

**Job Description**

**Public Information and Family and Community Outreach Officer**

Reports To: Assistant Superintendent for Human Resources  
FLSA Status: Exempt  
Department: Human Resources  
Prepared by: Human Resources  
Date: April 20, 2021  
Job Code: 13026

**Preface:**

- This job description is intended to convey information essential to understanding the scope of the job and the general nature and level of work to be performed. This job description is not intended to be an exhaustive list of qualifications, skills, efforts, duties, responsibilities, or working conditions associated with this position.
- There are marginal tasks employees are required to perform that are incidental to the primary duties and responsibilities.
- Positive personal characteristics required of all employees such as honesty, integrity, sobriety, and communication skills are presumed qualities.

**Primary Duties and Responsibilities:**

- Assists Superintendent and coordinates the staff's efforts in maintaining open communication
- Conducts outreach activities to reengage and reenroll students who may have withdrawn or enrolled in another educational option
- Develops marketing and branding campaigns for social media; updates and maintains district's social media presence
- Serves as district web manager in addition to district social media accounts and develops and provides training on social media and web presence skills and strategies
- Makes purchasing recommendations for parent/stakeholder communication services and software and provides the community with the information and skills needed to connect with any and all district social media and communications platforms
- Interacts with parents, outside agencies, businesses, and the community to enhance understanding of District initiatives and priorities and to elicit support and assistance
- Drafts, distributes and pitches news releases, media alerts and other articles
- Models the routine, intentional, and effective use of technology in daily work, including communications, organization, and management tasks.
- Assist in planning, writing and managing district periodic digital publication(s)
- Consults with and assists district personnel on social media and communication issues as needed
- Assists district administrators with third party social media and communications vendors and contracts, as needed
- Understands and develops district "voice" and employees that with consistency and intelligence
- Assists in the planning, development, and implementation of strategies facilitating the distribution of District information to parents and the community at large

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- Assists in the implementation of internal and external communications regarding critical issues, functions, and achievements of the District and individual schools.
- Attends training to ensure skill level in various technologies is at the level required to perform in current position
- Serves as the primary point-of-contact for media inquiries and monitors media coverage;
- Establishes and maintains professional relationships with members of the media as well as building contacts with counterparts at other government and community
- Acts in a liaison capacity with community leaders, tour groups, other governmental agencies and communication groups requesting information on government related activities;
- Assists and advises departments, schools and the board with general communications needs including press releases, brochures, posters, speeches, remarks, comments, photos, presentations, press conference, special events and other related needs;
- Trains county staff on best practices when working with the media;
- Expected to be on-call and respond to emergency call-outs, and participate with emergency activations;
- Stays abreast of current legal requirements and guidelines with respect to district and school social media presence, web presence, and other related communications;
- Implement Crisis Communication Plan as needed;
- Support and develop the schools' Family Involvement Centers, working alongside school site leaders to create a strategic plan for family engagement at schools
- Performs related duties as required.

### **Supervision Received:**

Assistant Superintendent for Human Resources

### **Supervision Exercised:**

Assigned Support Personnel

### **Minimum Qualifications & Skills:**

- Graduation from an accredited four-year college or university with a degree in journalism, media relations, communications, public administration or related field.
- Minimum of five (5) years of progressively responsible experience in news media, public relations or a related field, of which a minimum of two years must have been in a supervisory or management capacity
- Qualifications may vary from the above requirements to such a degree as the Superintendent determines is necessary and appropriate to ensure properly qualified personnel

### **Preferred Qualifications & Skills:**

Digital photography & photo editing; proficiency in Adobe creative Suite or Adobe cloud including InDesign, Photoshop, Illustrator, and Dreamweaver, and MS Office/Windows OS platform programs required. Additional computer program expertise a plus.

Knowledge of state, federal and county laws; familiar with county, state and federal agencies. Principles, practices and methods of social media; practices and principles of public information, crisis communications, public relations and marketing; web site design, management, and/or content development; basic copyright laws applicable to design work and

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creative properties; design and electronic pre-press processes and experience with typography, color, conceptual thinking, print layout, digital production, and post-production; emergency public information policies, methodologies and procedures

Operate a vehicle; operate media equipment; operate office equipment; design and layouts for brochures and pamphlets; relate to any audience regardless of age; participate in or host radio and television programs; exercise independent judgment; work under minimum supervision; direct and supervise a group of volunteers or workers; proofread and edit documents; function well under stressful situations; deal effectively with the public, media and officials in a courteous and tactful manner

### **Physical Demands:**

Exerting up to 20 lbs. of force occasionally and/or up to 10 lbs. of force as needed to move objects. While performing the responsibilities of the job, the employee is required to talk and hear. The employee is often required to sit and use their hands and fingers, to handle or feel. The employee is required to stand, walk, reach with arms and hands, climb or balance, and to stoop, kneel, crouch or crawl. Vision abilities required by this job include close vision.

Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

### **Terms of Employment:**

Approved Unit Compensation Plan  
Administrative Salary Schedule  
12 months  
8.0 Hours Per Day

### **Job Benefits:**

- Pension or Investment Plan provided by the Florida Retirement System (FRS)
- Personal and family health care plans available include medical, dental and vision
- Paid sick leave and optional personal leave
- Generous paid holidays