

## **GUILFORD COUNTY SCHOOLS JOB DESCRIPTION**

### **JOB TITLE: DISTRICT RELATIONS OFFICER DISTRICT RELATIONS DIVISION**

#### **GENERAL STATEMENT OF JOB**

Under limited supervision, manages, supervises, and administers a comprehensive system-wide communication and public relations plan for Guilford County Schools. Employee serves as liaison and counsel to the Board of Education, Superintendent and senior administrators regarding necessary and appropriate actions to communicate the mission, vision, and priorities of the district and to engender public understanding and support of the role, objectives, accomplishments and needs of the GCS system. Employee serves as the media liaison on district-wide events and issues, serving as the spokesperson for the district as appropriate. Reports to the Superintendent.

#### **SPECIFIC DUTIES AND RESPONSIBILITIES**

##### **ESSENTIAL JOB FUNCTIONS**

Provides leadership, direction and supervision to the human relations, community relations, communications, and volunteer functions of the school system; directly supervises a Broadcast Production Manager, Manager of Community & Business Partnerships, Program Administrators (Internal & Media Relations).

Assumes leadership role on the Superintendent's cabinet; assist with long-range strategic planning; assists with developing system wide budget plans; policies and activities

Prepares and delivers written and oral presentations on the GCS communication and public relations program to the Board of Education, administrators, teachers, parents, and community groups; attends regular meeting of the Board; conduct staff meetings; attends other related meetings as appropriate.

Acts as advisor to the Superintendent on all matters relating to assigned areas of responsibility.

Ensures procedures for providing appropriate access for facility use.

Provides opportunities for direct input from Classified Employee Advisory Council, Teacher Advisory Council, School Community Advisory Council, and PTA.

Keeps abreast of emerging developments in assigned areas through participation in workshops, conferences, seminars and reading.

Supervises and conducts personnel administration duties for direct report subordinates, including hiring, and firing, evaluating, assigning special duties, monitoring attendance and travel reports, and granting leave in accordance with GCS policies and regulations.

## **DISTRICT RELATIONS OFFICER**

Assists as requested in the selection of administrators and other key personnel.

Represents the school system, as directed, on various committees and task forces.

Coordinates responses to all public information requests.

Develops, plans, and/or coordinates various community outreach and/or media and public relations functions on the behalf of the system-wide district.

Performs other duties and assumes other responsibilities as may be assigned by the Superintendent and/or Chief of Staff.

### **ADDITIONAL JOB FUNCTIONS**

Oversees the development, approval and dissemination of the various academic school calendars and employee holiday calendar on behalf of the district.

### **MINIMUM TRAINING AND EXPERIENCE**

Masters Degree in Public Administration, Public Relations, Communications, or related fields (i.e. Broadcast, Marketing) with 9 to 12 years of supervisory experience or any equivalent combination of training and experience which provides the required knowledge, skills and abilities.

### **MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS**

**Physical Requirements:** Must be physically able to operate a variety of equipment including computers, copiers, adding machines, etc. Must be physically able to operate a motor vehicle. Must be able to exert up to 10 pounds of force occasionally, and/or a negligible amount of force constantly to lift, carry, push, and pull or otherwise move objects, including the human body. Light Work usually requires walking or standing to a significant degree.

**Data Conception:** Requires the ability to compare and/or judge the readily observable, functional, structural or composite characteristics (whether similar or divergent from obvious standards) of data, people or things.

**Interpersonal Communication:** Requires the ability to speak and/or signal people to convey or exchange information. Includes giving instructions, assignments or directions to subordinates or assistants.

## **DISTRICT RELATIONS OFFICER**

**Language Ability:** Requires the ability to read a variety of correspondence, reports, forms, newsletters, schedules, manuals, invoices, requisitions, menus, recipes, journals, etc. Requires the ability to prepare correspondence, reports, forms, evaluations, procedures, charts, surveys, articles, bid specifications, brochures, news releases, handbooks, budgets, etc., using prescribed formats and conforming to all rules of punctuation, grammar, diction, and style. Requires the ability to speak before groups of people with poise, voice control and confidence.

**Intelligence:** Requires the ability to apply principles of logical or scientific thinking to define problems, collect data, establish facts, and draw valid conclusions; to interpret an extensive variety of technical instructions in mathematical or diagrammatic form; and to deal with several abstract and concrete variables.

**Verbal Aptitude:** Requires the ability to record and deliver information, to explain procedures, to follow oral and written instructions. Must be able to communicate effectively and efficiently in a variety of technical or professional languages including medical, legal, accounting and marketing terminology.

**Numerical Aptitude:** Requires the ability to utilize mathematical formulas; to add and subtract; multiply and divide; utilize decimals and percentages; and to apply the principles of algebra and geometry.

**Form/Spatial Aptitude:** Requires the ability to inspect items for proper length, width and shape.

**Motor Coordination:** Requires the ability to coordinate hands and eyes rapidly and accurately in using office equipment.

**Manual Dexterity:** Requires the ability to handle a variety of items such as office equipment and hand tools. Must have minimal levels of eye/hand/foot coordination.

**Color Discrimination:** Requires the ability to differentiate between colors and shades of color.

**Interpersonal Temperament:** Requires the ability to deal with people beyond giving and receiving instructions. Must be adaptable to performing under stress and when confronted with emergency situations.

**Physical Communication:** Requires the ability to talk and hear: (Talking: expressing or exchanging ideas by means of spoken words. Hearing: perceiving nature of sounds by ear.) Must be able to communicate via telephone.

## **KNOWLEDGE, SKILLS AND ABILITIES**

## **DISTRICT RELATIONS OFFICER**

Thorough knowledge of the principles and practices of public relations and communications programs and/or marketing campaign strategies.

Considerable knowledge of the principles of supervision, organization and administration.

Considerable knowledge of the ethical guidelines applicable to the position as outlined by professional organizations and/or federal, state and local laws, rules and regulations.

General knowledge of school system personnel policies.

Skill in counseling and developing staff.

Ability to plan, develop, implement effective programs and systems.

Ability to accurately interpret state and federal regulations and school policies.

Ability to use common office machines and popular computer-driven word processing, spreadsheet and file maintenance programs.

Ability to maintain complete and accurate records and statistics and to develop meaningful reports from that information.

Ability to develop and administer budgets.

Ability to effectively express ideas orally and in writing.

Ability to make oral presentations before large groups of people.

Ability to exercise considerable tact and courtesy in frequent contact with the public.

Ability to establish and maintain effective working relationships as necessitated by work assignments.

### **DISCLAIMER**

The preceding job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees to this job.