

## **GUILFORD COUNTY SCHOOLS JOB DESCRIPTION**

### **JOB TITLE: PROGRAM ADMINISTRATOR II – COMMUNITY RELATIONS**

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

Under the supervision of the Director of Volunteers, Partnerships and Grants, the Program Administrator works to carry out school district mission and goals related to community relations, including planning and executing special events designed to promote and expand community engagement; developing communications and recognitions that promote and recognize community partnerships, contributions and volunteers, including pitch/place of stories, media releases, web stories and social media; fielding inquiries from the public about volunteer, partnership and donation opportunities; assisting with grant and fund development research; identifying and developing partnership opportunities; and supporting Director as needed on volunteer, partnership and grant initiatives, as well as special projects.

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

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

Plan and lead District Relations team in executing signature district events.

Work with Director to identify pitch/place opportunities for stories related to volunteers, partnerships, donations and grants; write media releases, web stories and share on social media.

Assist departments and regions with developing partnerships; support training initiatives for volunteer coordinators, principals, regionals and others within GCS who work with the public.

Represent GCS in the community at Chamber, board and other events as assigned, and attends partnership development meetings as appropriate.

Researches and creates partnerships to benefit schools, departments and/or offices.

Recruits volunteers and helps connect them with appropriate volunteer opportunities.

Leads support volunteers who have issues with volunteer registration.

Leads in relational database record-keeping as needed.

Researches and promotes grant opportunities appropriate for teachers via Insider, Friday news, etc.

Supports Office of Volunteers, Partnerships and Grants events such as Faith Summit, middle college donor events, summer reading buddy programs and Lincoln's Legacy project (LFG).  
Supports National Volunteer Week and External Key Communicators meetings and activities.

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Identifies and develops Speakers Bureau opportunities for GCS leaders in the community, such as Kiwanis, Rotary, etc.

Develops Board Recognitions with Director related to community relations, including Volunteer of the Month, partnerships, and donations.

Prepare Ribbon Cuttings for Board for new facilities.

### **ADDITIONAL JOB FUNCTIONS**

Performs other related work as required.

### **MINIMUM TRAINING AND EXPERIENCE**

Bachelor's degree in public relations, communications, journalism or a related field and 3 to 5 years of experience in public relations, community relations, communications, partnership development, fundraising or graphic design; 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 automated office machines and equipment including computers, copiers, facsimile machines, calculators, cameras, etc. Must be able to exert up to 50 pounds of force occasionally, and/or up to 10 pounds of force frequently, and/or a negligible amount of force constantly to move objects. Physical demand requirements are for Light to Medium work.

**Data Conception:** Requires the ability to compare and/or judge the readily observable, functional, structural, or composite characteristics (whether similar to 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 and/or directions to assistants or subordinates.

**Language Ability:** Requires the ability to read press releases, correspondence, reports, forms, invoices, news articles, manuscripts, etc. Requires the ability to prepare press releases, speeches, correspondence, reports, forms, brochures, requisitions, etc., using proper format. Requires the ability to talk to people with poise, voice control and confidence.

**Intelligence:** Requires the ability to apply rational systems to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists; to interpret a variety of instructions furnished in oral, written, diagrammatic or schedule form.

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**Verbal Aptitude:** Requires the ability to record and deliver information, to explain procedures, to follow oral and written instructions. Must be able to communicate efficiently and effectively in standard English.

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

**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 automated office equipment.

**Manual Dexterity:** Requires the ability to handle a variety of office equipment. 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 persons acting under stress.

**Physical Communication:** Requires the ability to talk and/or 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**

Considerable knowledge of the principles and practices of journalism, public relations, community relations and partnership building, including AP Style, and digital/social/new media communication techniques.

General knowledge of School Board policies, educational communications and school public relations.

General knowledge of the needs of the publics, both within GCS and the Guilford County community.

General knowledge of computer software applications used in the maintenance of Internet and Intranet Websites.

Ability to write, research, develop and analyze comprehensive communication/public relations plans.

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Skill in developing data collection instruments such as surveys, evaluations, etc.

Ability to conceptualize, develop, research, write and produce various publications; e.g. newsletters, news releases, annual reports, information magazines, etc.

General knowledge of photography, art/design, Web design and content, printing and video.

Ability to use a variety of office machines, including popular computer-driven word processing, spreadsheet and file maintenance programs.

Ability to establish and maintain moderately complex records and files, and to prepare reports from such data.

Ability to communicate effectively both orally and in writing.

Ability to plan and coordinate group activities and special events.

Ability to exercise independent judgment and initiative in applying standards to a variety of work situations.

Ability to establish and maintain effective working relationships with other employees and the general public.

### **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.