

GUILFORD COUNTY SCHOOLS JOB DESCRIPTION

JOB TITLE: PROGRAM ADMINISTRATOR II - MEDIA RELATIONS DISTRICT RELATIONS DIVISION

GENERAL STATEMENT OF JOB

Under supervision, performs responsible professional work in the District Relations Department. Work involves developing a comprehensive district-wide media relations strategy and plan, serving as one of the official spokespersons and information, education and referral source for local, state and national media; serving as an information resource for the general public. Employee is also responsible for assisting with crisis/emergency communications and gathering and distributing “Good News” information to media and throughout the district. Employee must have a strong knowledge of, and experience with, local, regional and national print and broadcast media, including how to pitch and place news stories. Employee also works with staff in developing online content for district website. Employee must juggle multiple tasks and issues in a fast-paced environment. Reports to the Director of Communications.

SPECIFIC DUTIES AND RESPONSIBILITIES

ESSENTIAL JOB FUNCTIONS

Develops and oversees execution of, with the Director of Communications and Chief of Staff, a district-wide long- and short-range media relations strategy and plan, which directly involves local, state, regional and national media;

Proactively covers school and district events and strategically seeks stories for multiple communications channels;

Prepares and disseminates news releases, media tip sheets, feature story ideas, public statements to local, state, regional and national media, including personal strategic pitches of key stories and issues;

Plans and manages ongoing relationships with the media, includes serving as the liaison between the district and the media; responds to requests for information and assistance from media; schedules interviews and photo/video sessions requested by media; keeps media contact list current;

Works with staff in coordinating media coverage of school and district events and activities, including providing public notice of Board meetings;

Plans and coordinates news conferences and media briefings as necessary to share key information with media, including opportunities for district leadership and staff to address important district announcements; prepares necessary announcements and materials;

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Communicates the Board and district's goals and positions with media as appropriate;

Provides prompt and accurate responses and keeps ongoing records of media requests;

Manages public-records requests, including working with key staff/departments to gather responses, keeps ongoing records of public-records requests;

Works with Director of Communications, Chief of Staff and other district staff to oversee media relations and information gathering/sharing in crisis/emergency situations;

Tracks media coverage, shares media coverage reports/updates with Director of Communications, Superintendent, Chief of Staff, Cabinet, other administrators, staff and others;

Develops, with Director of Communications, message points and coaches district leadership on effective interview tactics; accompanies the Superintendent, Chief of Staff and others as needed for media appearances;

Develops and executes, with Director of Communications, ongoing media training sessions for district leadership;

Is knowledgeable and stays abreast of open meetings, public records and student information laws;

Anticipates media interest in local angles by staying abreast of emerging issues in education at the state and national levels;

Attends all Board of Education meetings and work sessions and provides related assistance and responses to media;

Coordinates emergency weather announcements with department staff and media; annually confirms media codes; coordinates preparation of annual inclement weather information for parents.

ADDITIONAL JOB FUNCTIONS

Performs other duties assigned by the Superintendent, Chief of Staff and Director of Communications.

Performs other related work as required.

MINIMUM TRAINING AND EXPERIENCE

Bachelor's degree in communications, public relations, journalism, broadcasting, English, or a related field and 5 or more years of experience or training in public relations, journalism or broadcasting; or any equivalent combination of training and experience which provides the required skills, knowledge and abilities.

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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, typewriters, facsimile machines, calculators, cameras, video cassette players, etc. Must be able to exert a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects. Sedentary work involves sitting most of the time, but may involve walking or standing for periods of time.

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 correspondence, reports, forms, invoices, news articles, charts, diagrams, etc. Requires the ability to prepare correspondence, reports, forms, news releases, 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.

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 a variety of technical or professional languages including journalism terminology.

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

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.

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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 communications and public relations work.

Superior verbal and written communication skills.

Excellent presentation skills.

Skill in researching, writing and producing news releases and media pitches.

Knowledge of broadcast and print media needs and how to effectively communicate with media.

Ability to meet deadlines and successfully coordinate multiple projects at once.

Considerable knowledge of issues and current events in the local school system, as well as state and national education issues.

Knowledge of School Board policies.

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 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 at all levels of the organization and with people of all ages, abilities and cultural backgrounds, as well as the general public.

Enthusiastic team player with an upbeat, can-do attitude.

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.