

CORONA NORCO UNIFIED SCHOOL DISTRICT**CLASS TITLE: PUBLIC RELATIONS SPECIALIST****BASIC FUNCTION:**

Under the direction of an administrator, the public relations specialist will assist in implementing the communications program, and support communications within the district. The public relations specialist carries out daily writing, editorial, production and social media assignments in alignment with the district's overall strategic communications plan. The public relations specialist also explores and facilitates grant opportunities beneficial to the District.

ESSENTIAL FUNCTIONS:

- Research, write, fact-check, edit, and post/place articles/releases reflecting program of work at district as well as event promotion.
- Coordinate, develop and implement social media strategies, and coordinate daily social media posts on appropriate platforms such as Facebook, Twitter, Instagram and Pinterest.
- Maintain and update the news section of the district website, including content, graphic layout and links.
- Grant writing proposals.
- Assist in planning presentations and student showcases at board of education meetings; attend board meetings; photograph and write articles on the presentations, showcases and board action for posting on social media.
- Coordinate news and events from schools and write articles for posting on social media; attend significant school celebrations and programs and photograph, video, and write articles for posting on social media; maintain district-wide calendar of events for posting and distribution to stakeholders.
- Develop and produce video productions related to district related events.
- Assist in production of project-based presentations, including PowerPoint, signage, electronic communications, brochures/flyers and other promotional or campaign materials.
- Collect and maintain a library of media coverage of schools and the district.
- Assist in the evaluation and analysis of communications activities, including preparing monthly reports, media clip summaries, social media benchmarks and email blast analytics.
- Create and maintain an email database of media contacts and parent contacts; develop method of news delivery for key community contacts and other stakeholders, including parents.
- Create and manage an emergency notification system to students, parents and stakeholders.
- Work with communications staff to prepare and send breaking news alerts.
- Assist in coordinating the prioritization of news/ events/ high-lights with communications staff.
- Coordination of media activities.

- Monitors district website for content and accuracy. Posts regular news articles to main page. Develops and posts featured articles for main page. Post updates to main section pages as requested.
- Develops, publishes, and distributes the district newsletters and the district's Report to the Community.
- Attends school and district events, as needed, to write articles for local press coverage.
- Develops and sends press releases to local media as invitations to upcoming district and site events.
- Assist in coordination and promotion of campaigns and projects.
- May assist with grant writing proposal.
- Monitor, make recommendations and implement strategies as approved for utilizing new technologies to more effectively and efficiently advance the district's goals.

OTHER DUTIES:

Perform related duties as assigned.

KNOWLEDGE/ABILITIES:

Wide range of programs and applications such as publishing and design software, and social media and other electronic tools.

Methods of communication and media selection appropriate to a community with a diverse socio-economic population. Knowledge of applicable federal, state, and district codes, regulations, policies and procedures governing work scope.

Correct English usage, grammar, spelling, vocabulary and punctuation.

Computer.

Videography.

Assist in developing and implementing communications policies, practices and campaigns.

Communicate effectively, both verbally and in writing.

Write, proofread, and edit with a demonstrated ability to tell stories and to translate technical or complex subjects for various audiences.

Use digital camera and video equipment with demonstrated ability to capture activities for reporting purposes.

Plan and execute communications across a range of communication channels including web-based platforms and social media.

Work collaboratively with people in a culturally diverse setting and with a variety of internal and external stakeholders.

Establish and maintain effective working relationships with administrators, supervisors, school personnel and the general public.

Effectively multi-task in a fast-paced, deadline intensive environment.

Quickly solve problems, take risks, and identify contingency plans when necessary.

Develop and implement digital communications policies and practices.

Complete projects on time with constant interruptions.

Manage projects involving cross-functional teams.

Prepare and maintain accurate and complete records and reports which may include those of a confidential nature.

Meet multiple deadlines; manage concurrent projects, proposals and activities.

EDUCATION AND EXPERIENCE:

High School Diploma or equivalent and a Bachelor Degree in communications, journalism, English, public relations or related field.

A minimum of three years of increasingly responsible experience in communications,

journalism, English, public relations or related field.

At least one year in a responsible position within a public school district, county office of education or comparable private or government agency is preferred.

LICENSES AND OTHER REQUIREMENTS:

Valid California Class C driver's license, TB Test Clearance, Criminal Justice Fingerprint Clearance, Pre-employment Safety Videos, Successful Passing of Proficiency Exam.

PHYSICAL DEMANDS/HAZARDS:

Dexterity of hands and fingers to operate a computer keyboard.

Hear and speak to exchange information in person and on the telephone.

Sit or stand for extended periods of time.

See to read a variety of materials.

Bend at the waist, kneel or crouch to file materials.

Reaching overhead, above the shoulders and horizontally.

Lift and carry objects weighing up to 20 pounds.

Push and pull objects up to 35 pounds.