

# Henderson County Schools

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[www.henderson.kyschools.us](http://www.henderson.kyschools.us)



To: Lisa Baird, Kirk Haynes, Wesley Smith, Michael Waller and Tracey Williams

From: Marganna Stanley

Date: August 19, 2019

Re: Job Classification Change

I am requesting the Board's approval to abolish the position, Public Relations Officer and create the position, Community Relations Specialist. The Public Relations Officer was currently a pay grade 24, plus \$1.44 an hour because the previous employee had received a Bachelor's Degree per Salary Schedule attached. For the new position of Community Relations Specialist, the request is to start at pay grade 27, which would require the applicant to have a Bachelor's Degree upon hiring. Other jobs in pay grade 27 are Social Worker, Attendance Resource Specialist, Maintenance Manager, and Vehicle Mechanic III. Attached you will find the revised job description for the Community Relations Specialist.



**AREA: INSTRUCTIONAL****Summary Class Code: 7301****LOCAL DISTRICT CLASSIFICATION PLAN****SUMMARY CLASS TITLE: COMMUNITY RELATIONS SPECIALIST****BASIC FUNCTION:**

Supervise a variety of activities related to the development and implementation of the District's community relations efforts including audience, events and population targeting, community networking, volunteer program, and the speakers' bureau.

**REPRESENTATIVE DUTIES:**

- Serve as the district volunteer coordinator, maintain a volunteer resource file, maintain background checks, and work closely with school volunteer coordinators in an effort to increase/improve the volunteer program at each school and in the district.
- Increase the awareness of the school system to the community at large.
- Serve the Henderson County School System as a community relations advocate in the efforts to promote the Henderson County Schools and to build and maintain partnerships with the home, community and schools.
- Serve as the Henderson County School System advocate at various events for use for publications, internet, social media, and historical purposes.
- Maintain knowledge regarding participation of community activities, community networking and community professional organizations, business and industry. Develop ways to bring the community into the schools.
- Establish Community Education programs, monitor, and oversee programs.
- Organize and coordinate Arts in the School, Judge's Scholar, Excellence in Action, school tours, and Student Ambassador community relations.
- Coordinate the Equity Resource Council activities.
- Plan and implement activities, projects and programs designed to improve school and community relations.
- Monitor the supply of publications and brochures and notify appropriate personnel of needed reprints or revisions.
- Maintain confidential information appropriately and exercise good judgment when communicating with the public.
- Perform related duties as assigned.

## **KNOWLEDGE AND ABILITIES:**

### **KNOWLEDGE OF:**

- Principles and techniques and preparing, producing and disseminating public information.
- Principles and techniques of establishing and maintaining positive public and community relations.
- Methods and techniques of preparing and printing informational publications.
- Knowledge of current news distribution – social media outlets, television, graphic design.
- Basic communication law and broadcast regulations.
- Correct English usage, grammar, spelling, punctuation and vocabulary.
- Interpersonal skills using tact, patience, and courtesy.
- Organization and planning skills.
- Projects and programs to enhance community relations.

### **ABILITY TO:**

- Receive, transmit and log requests for information packets.
- Establish and maintain volunteer files.
- Communicate effectively both orally and in writing.
- Assign and review the work of others.
- Establish and maintain cooperative and effective working relationships with others.
- Work independently with little direction.
- Plan and organize work.
- Meet schedules and time lines.

## **EDUCATION AND EXPERIENCE:**

Any combination equivalent to: bachelor's degree in public relations, communications or related field and one year experience in a related field.