



Job Title:	Public Relations Specialist	Job Category:	Classified
Department/Group:	Technology	Job Code/ Req#:	7102
Location:	Central Office	Travel Required:	No
Level/Salary Range:	Classified Salary Schedule	Position Type:	Part-time
HR Contact:	Kim Klosterman	Date:	December 2021

Job Description

Job Summary

The Public Relations Specialist is a part time position responsible for gathering and producing information from various communication sources for the Newport Independent School District. The PR specialist will proactively engage the media and community and influence perception by controlling the ongoing conversation.

Essential functions, Duties and Responsibilities:

- Actively monitor and integrate all forms of social media (e.g. Facebook, Twitter, YouTube, etc.) to support and promote news, activities and achievements throughout the district.
- Support communication initiatives by generating publicity and general awareness efforts, raising the profile of the school district through a wide range of media, including local publications, websites, e-newsletters and social media posts.
- Create content across various platforms, including website, social media, direct mail, E-newsletters, and more.

Knowledge and Abilities:

- Knowledge of district's web technologies and social media platforms.
- Adept at using Adobe and Microsoft Office Suite applications (Word, PowerPoint, Excel, etc.).
- Ability to take initiative, work independently and cope with continual interruptions and shifting job priorities. Ability to budget time effectively, organize/prioritize multiple tasks with an aptitude for quality, accuracy and detailed work.
- Establish and maintain effective working relationships with members of the staff, community and local media.
- Strong interpersonal and oral/written communication skills, including knowledge of Associated Press writing style.
- Demonstrate proficient use of the English language in written and oral forms.
- Demonstrate a willingness to learn new duties and technology skills as required.
- Experience with various digital media, including still photography, videography and graphic design using Photoshop and Adobe Illustrator.
- Ability to maintain confidential information while demonstrating ethical and professional conduct at all times. A working knowledge of community (people and resources) is desirable. 12. Ability to sit in front of a computer screen for relatively long periods of time using a keyboard.

Qualifications and Education Requirements

- Bachelor's degree in public relations, journalism, or communication, preferred.

Days worked and salary

- Part-time position – less than 20 hours per week
- Classified salary schedule

Reviewed By:	Name	Date	Date
Approved By:	Name	Date	Date
Last Updated By:	Name	Date/Time	Date/Time