

WARREN HILLS REGIONAL SCHOOL DISTRICT

JOB DESCRIPTION

TITLE: DISTRICT NEWS & INFORMATION COORDINATOR

QUALIFICATIONS:

1. High school diploma required, college course work in communications, preferred
2. Excellent writing and communication skills
3. Computer expertise and knowledge of publishing programs; e.g., Quark Photo Programs, Internet Programs; i.e., Microsoft Front Page, etc.
4. Ability to work with the school staff to promote a positive profile of the District, successful efforts of the students, staff and school community.
5. Knowledge of web page development.
6. Familiarity with various media and methods which schools utilize to improve public awareness.
7. Recognition that these efforts will require time beyond the contractual day
8. Required criminal history background check and proof of U.S. legal citizenship or legal resident alien status

REPORTS TO: Building Principal(s) or Designee

JOB GOALS: Advise the Superintendent, district and building administrators and other employees on effective internal and external communication practices including media contact. Establish/maintain positive working relationships with area media and high quality standards for District publications.

PERFORMANCE RESPONSIBILITIES:

1. Publishes a regular District newsletter and distributes to all employees and residents. Contributes and/or supports the Streak, WINGS, and other publications as needed.
2. Contributes to the district website – Board agenda, minutes, policies, WHR calendar, budget materials and curriculum guides.
3. Writes and distributes press releases with photos when appropriate with prior administrative review.
4. Supports communication efforts of individual schools both in school-to-home communications and communications with the media and community.
5. Exercises professional judgment on the most effective methods for communicating policies, practices.
6. Provides experienced, professional counsel to the district when sensitive communication questions arise.

7. Maintains clipping files, notebook of media coverage, including issues of published items and submit these to the administration/Board of Education at the close of each school year for archiving.
8. Creates a list of media contacts including telephone numbers/e-mail addresses.
9. Arranges media coverage for school events.
10. Takes photographs of celebratory events when provided reasonable notification in advance by the given stakeholders, e.g. coaches, advisors, administrators, etc.
11. Gathers public relations materials from the schools, administration, staff and the BOE for use in self-written press releases, promotional materials, district publications and the district website.
12. Coordinates district-wide publications such as Principal's Newsletters, annual school budget brochures, calendars, etc.
13. Creates and maintains a directory of community groups and community members who have expressed interest in the educational affairs of our district.
14. Attends school activities as needed or requested by the building administration.
15. Assists the Athletic Director's office with the database of senior citizen "Blue Streak Pass Holders" and coordinates an annual mailing to this group with schedules and an up-date letter.
16. Develops lines of communication with parents of children in constituent and sending districts promoting the positive educational/social experiences for students of our middle/high schools.
17. Works with district Strategic Planning Committees by providing information on progress to parents, students and staff.
18. Performs other duties as assigned.

TERMS OF EMPLOYMENT:

Twelve (12) month availability with concentration throughout the student school year

SALARY:

Annual stipend to be recommended by the Superintendent to the Board of Education for approval

EVALUATION:

Performance of this job will be evaluated annually in accordance with the board's policy on evaluation.

Board Approval Date: March 15, 2016