

**GULFPORT SCHOOL DISTRICT  
JOB DESCRIPTION**

TITLE: Community Relations Assistant
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**QUALIFICATIONS:**

Training and Experience:

1. Bachelor's degree preferred. Three to five (3-5) years experience in community relations or a related field. Preference will be given to candidates with a specific degree/course work in marketing, community relations, journalism, or related field.
2. Excellent organizational and time management skills.
3. Excellent communication skills
4. Must be familiar with operation of personal computer software such as Microsoft Office, Adobe Photoshop or similar graphic design programs.
5. This position requires the use of a personal or District vehicle while conducting District business. Must possess a valid driver's license and an acceptable driving record.

Knowledge of:

1. Principles of public communication, information, and relations.
2. Community resources
3. Principles and techniques of printing and digital photography
4. Correct English usage, spelling, punctuation, and vocabulary

Ability to:

1. Communicate effectively with staff, parents, school sites, community members and government agencies
2. Coordinate a variety of activities at different sites

**SUPERVISES:** No one

**REPORTS TO:** Community Relations Coordinator

**JOB GOAL:**

Under the general supervision of the Superintendent, the Coordinator of Federal Programs and Community Relations serves as a leader in all matters pertaining to the general operation of community relations within the district.

**TYPICAL DUTIES AND RESPONSIBILITIES:**

Such duties and responsibilities as may be assigned, including but not limited to:

1. Speak to the media on behalf of the district
2. Assists Community Relations Coordinator in planning, coordinating, and executing public relations activities and events that promote a positive image
3. Manage the Community Relation's budget.
4. Assists Community Relations Coordinator and other staff in coordinating District print, broadcast, and media advertising campaigns
5. Prepare a quarterly newsletter
6. Write and distribute news releases announcing important District information and events
7. Updates and maintains the District's website, online calendar of events, and social media

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8. Collaborate with other departments and schools concerning community resources and public relations
9. Coordinate the planning and operations of community outreach, such as business partnerships, mentors and volunteers
10. Trains and directs the work of student interns
11. Make formal and informal reports and presentations to appropriate audiences
12. Perform other duties as assigned

### Physical Demands:

1. The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.
2. While performing the duties of this job, the employee is regularly required to stand; walk; use hands or fingers to handle or feel objects, tools, or controls; reach with hands and arms; and talk or hear. The employee frequently is required to sit. The employee is occasionally required to climb or balance; stoop, kneel, crouch or crawl.
3. The employee must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, and the ability to adjust focus.

### Work Environment:

1. The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing this job, the employee works mainly inside but occasionally works in outside weather conditions. The noise level in the work environment is usually moderate.

### Safety Responsibilities:

1. To provide a physical environment that is safe, orderly, hazard-free, and conducive to learning

## **TERMS OF EMPLOYMENT:**

235 days annually with salary to be established by the Board of Trustees

## **EVALUATION:**

Performance of the Community Relations Assistant will be evaluated annually in accordance with the provisions of Board Policy.