



SENIOR COORDINATOR – GOVERNMENT AND COMMUNITY RELATIONS

SUMMARY/SCOPE/GOAL

Execute media and community relations strategy for Brevard Public Schools, which will promote well-informed and positive public relations. Build support for Brevard Public Schools among government leaders, corporate partners, and local communities. Proactively work with the Superintendent, school board members, senior leadership, school leaders, local state and national government agencies, including elected officials, as well as key representatives of all media, to gain community support of the strategic objectives/goals of the School Board of Brevard County, Florida.

QUALIFICATIONS

EDUCATION AND RELEVANT EXPERIENCE REQUIREMENTS:

REQUIRED:

- Bachelor's degree from an accredited university program, preferably in a relevant subject such as political science, journalism, public relations, communications, Writing/English, or public administration.
- Three years' experience in a relevant field such as public relations, legislative affairs, or marketing.

PREFERRED/DESIRED:

- Master's degree
- Five years' of consecutive, recent experience in similar position, such as working on community engagement related to local, state or federal government issues.

CERTIFICATIONS AND LICENSES:

REQUIRED:

- Valid State Driver's license

PERFORMANCE RESPONSIBILITIES

ESSENTIAL FUNCTIONS:

The tasks/competencies listed below represent most of the time spent working in this position. Supervisor may assign additional tasks within the scope of this classification as necessary.

1. Execute an integrated, multi-media and face-to-face communications plan to educate and inform stakeholders of the school district's strategic objectives and goals; continually review and update plan to stay relevant.
2. Establish and maintain strong relationships between the school system and local businesses, community agencies, parent groups, and other government agencies.
3. Work with school district advisories, committees, task forces, community organizations, businesses, chambers of commerce to keep them informed about schools and District initiatives.
4. Promote the positive reputation of Brevard Public Schools by identifying, creating, and positioning positive content about the District, providing media and public relations support for District initiatives, priorities, and programs.
5. Coordinate communications across District departments and to external stakeholders regarding the strategic plan to sustain support for its priorities.

SENIOR COORDINATOR – GOVERNMENT AND COMMUNITY RELATIONS

6. Serve as media and community-relations liaison for the Superintendent, school board members, senior leaders, schools, and District departments; frequently work directly with the Superintendent and school board members.
7. Provide government-and-community relations support to the School Board including planning and execution of town-hall meetings, curation of board's annual legislative agenda, and organized discussions with state-and local-government leadership.
8. Coordinate with the Assistant Superintendent of Government & Community relations on state and local government relations, with special focus on school board and superintendent priorities during annual Legislative session and committee weeks.
9. Work occasionally in Tallahassee to meet with delegation members, attend committee meetings, and coordinate with BPS lobbyist; provide regular updates to the Superintendent and school board members on legislative activities, particularly related to BPS priorities.
10. Advocate for government leaders and large corporate partners to support Brevard Public Schools financially or through partnerships that produce direct benefits to schools.
11. Serve as liaison between BPS Government & Community Relations and major institutional BPS Partners In Education including hospital groups, defense contractors and NASA.
12. As assigned, attend mission-relevant internal and external meetings and committees.
13. Coordinate occasional visits or special appearances by state and federal lawmakers to BPS school campuses.

OTHER DUTIES:

Performs other duties as assigned commensurate with the skills and abilities of the position. Provides outstanding customer service and uses positive interpersonal communications skills. Makes all decisions and performs all tasks in accordance with Brevard Public Schools' strategic plan, vision, and mission. Ensures compliance with Board Policies, procedures, and applicable federal and state laws and regulations.

KNOWLEDGE, SKILLS, AND ABILITIES/TRAINING AND EQUIPMENT USAGE

JOB RELATED:

Proven ability to coordinate live engagement events. Proven ability to produce strategic communications for the advancement of an organization's mission. Knowledge of local and state government including processes for passing policy and budgets. Ability to communicate effectively, in writing and as a public speaker. Ability to work efficiently, without direct supervision.

GENERAL:

Knowledge and use of time management and organizational systems. Skill in meeting and exceeding customer/stakeholder expectations within the precincts of policy, procedure, and sound judgement. Skill in active listening and social perceptiveness. Ability to communicate effectively orally and in writing. Ability to use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions, or approaches to problems. Ability to sustain focus and attention to detail for extended periods of time.

EQUIPMENT:

Use office machines such as large volume copiers, printers, or calculators. Use computers for email, word processing, intra/internet, data entry, spreadsheets, service ticket responses, presentations, or custom applications.

SENIOR COORDINATOR – GOVERNMENT AND COMMUNITY RELATIONS

PHYSICAL DEMANDS/WORK ENVIRONMENT

PHYSICAL REQUIREMENTS:

(S) SEDENTARY WORK

Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently to lift, carry, push, pull, or move objects. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally, and all other sedentary criteria are met.

POTENTIAL ENVIRONMENTAL CONDITIONS/HAZARDS:

Indoor office environment most often with Indoor/Outdoor movement between pods/locations frequently. Intermittent noise and activity level. Requires Sitting, Standing, Walking, Bending, Stooping, Kneeling, Finger Dexterity, Talking, Hearing, and Visual Acuity frequently.

TRAVEL:

Travel between sites occasionally. Travel out of county occasionally.

FOR HR USE ONLY:

DIVISION:	Government and Community Relations	DEPARTMENT:	Government and Community Relations
TITLE CODE:	C2478	CONTENT BY:	Chief Strategic Communications Officer
GRADE:	20	COMPENSATION:	Human Resources
UNIT:	NB (Exempt)	LABOR RELATIONS:	Karyle Green, Ed.D.
LAST BOARD APVD:	2/9/2021	CLASSIFICATION:	Beth Thedy, Ed.D.
SCHEDULE:	8 Hrs. – 12 Mos.		

REV:	DATE:	REVISION CONTROL:	INITIATED BY:
1.0	11/19/19	Initial Release	Government and Community Relations
2.0	2/9/2021	Revised: Summary, Qualifications, Essential Functions, KSAs	Government and Community Relations
2.1	11/29/2021	Update physical requirements to ADA format, add schedule	Ellie Kelly – Human Resources

The above information on this description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job. Performance of this job will be evaluated in accordance with provisions of the Board's policy on evaluation of personnel.

Brevard Public Schools (BPS) is an equal opportunity/affirmative action employer committed to achieving excellence and strength through diversity. BPS seeks a wide range of applicants for its positions so that one of our core values, a qualified and diverse workforce, will be affirmed. Americans with Disabilities Act (ADA) compliance requires BPS to provide reasonable accommodations to qualified individuals with disabilities. Prospective and current employees are invited to discuss accommodations.