



COORDINATOR – MEDIA AND PUBLICATIONS

SUMMARY/SCOPE/GOAL

To perform public relations activities with an emphasis on media relations and public information to build and maintain understanding and support of Brevard Public Schools through a variety of written and oral communication methods.

QUALIFICATIONS

EDUCATION AND RELEVANT EXPERIENCE REQUIREMENTS:

REQUIRED:

- Bachelor's degree in communications, public relations, journalism, English, or a related field from an accredited educational institution; or an equivalent combination of training and experience.
- Two (2) years' experience in a community/public relations office, newsroom, or as a practicing media relations professional; or a combination of media and publications preparation experience.
- Must possess proven, exemplary writing ability for media, print, digital, and social media.

PREFERRED/DESIRED:

- Experience working in an educational setting preferred.

CERTIFICATIONS AND LICENSES:

REQUIRED:

- Valid State Driver's License.

PREFERRED/DESIRED:

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. Coordinate with Assistant Superintendent of Government & Community Relations to serve as first point of contact for daily news media inquiries.
2. Serve as primary editor of all content generated by the Office of Government & Community Relations.
3. Coordinate research and respond to inquiries related to media questions, appearances, and responses.
4. Work with schools and district offices to develop and maintain effective media relations.
5. Monitor local, state, and national media coverage of issues and events; inform Assistant Superintendent of Government & Community Relations of items that affect the district.
6. Organize and execute press conferences and media briefings as necessary to share and provide the media with an opportunity to better understand key information.
7. Prepare oral and written materials pertaining to the district and disseminate to media outlets; obtain, prepare, and edit materials for the press and other marketing outlets.
8. Research and report on trends affecting education locally and nationally.
9. Prepare and edit copy for communications materials such as press releases, press briefs, district publications, newsletter articles, social media, rapid communications, and public statements.

COORDINATOR – MEDIA AND PUBLICATIONS

10. Confer with internal and external stakeholders in the preparation of scripts and other content relevant to video development and production.
11. Research new communications tools and make recommendations for implementation to meet division and district priorities.
12. Plan and storyboard district publications and coordinate plan with graphic designers.
13. Provide live content coverage/broadcasting of major district functions through social media and other relevant media.
14. Work with district and school staff to create strategies and communication tools using all communication media.
15. Provide relevant training to district personnel on communications tools and practices.
16. Develop copy for advertisements.

OTHER DUTIES:

Provide outstanding customer service and use positive interpersonal communications skills. Make all decisions and perform all tasks in accordance with Brevard Public Schools' strategic plan, vision, and mission. Ensure compliance with Board rules and applicable federal laws and regulations.

KNOWLEDGE, SKILLS, AND ABILITIES/TRAINING AND EQUIPMENT USAGE

JOB RELATED:

General knowledge of the school system, including familiarity with public education, programs, policy, and business operations. Must possess excellent and exact oral and written communication skills, as well as exceptional writing skills for print and digital communications. Must possess the ability to interact effectively and professionally with community and government officials, school board staff, students, and the general public; ability to plan and implement communications projects and use effective time management skills; ability to establish and maintain media relationships; ability to develop and maintain working relationships with media, business leaders, and the community. In-depth knowledge of copywriting for print and broadcast mediums for a variety of audiences. Strong analytical skills to review information and formulate alternative solutions to problems; ability to apply acquired knowledge, skills, and abilities to new situations. Possess a firm understanding of public records and Family Educational Rights and Privacy Act (FERPA) requirements and have a keen ability to recognize appropriate, sharable information. Knowledge of crisis management techniques required to manage the release of information during emergency situations; familiarity with a variety of media tactics; skilled in proofreading and editing written materials for accuracy and adherence to policy and procedure.

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.

COORDINATOR – MEDIA AND PUBLICATIONS

PHYSICAL DEMANDS/WORK ENVIRONMENT

PHYSICAL REQUIREMENTS:

(L) LIGHT WORK

Exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force as frequently as needed to move objects. If the use of arm and/or leg controls require exertion of forces greater than that for sedentary work and the worker sits most of the time, the job is rated as light work.

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 rarely.

FOR HR USE ONLY:

DIVISION:	<u>Government and Community Relations</u>	DEPARTMENT:	<u>Government and Community Relations</u>
TITLE CODE:	<u>C2487</u>	CONTENT BY:	<u>Assistant Superintendent, Govt and Community Relations</u>
GRADE:	<u>H</u>	COMPENSATION:	<u>Human Resources</u>
UNIT:	<u>1010 PTS</u>	LABOR RELATIONS:	<u>Karyle Green, Ed.D.</u>
LAST BOARD APVD:	<u>05/10/2016</u>	CLASSIFICATION:	<u>Beth Thedy, Ed.D.</u>
SCHEDULE:	<u>8 Hrs. – 12 Mos.</u>		

REV:	DATE:	REVISION CONTROL:	INITIATED BY:
1.0	05/10/16	Initial Release	Govt and Community Relations
2.0	07/01/20	REVISED: New format	Human Resources
2.1	11/30/2021	Updated physical requirements to ADA format, added 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.