

SALEM-KEIZER PUBLIC SCHOOLS JOB DESCRIPTION

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| 03/21 | PUBLIC RELATIONS SPECIALIST | 2.8.32 |
| Effective Date | Job Title | Index |

PURPOSE

To improve positioning and public perception of the district and its strategic initiatives and district programs, the Public Relations Specialist will establish and maintain strategic relationships to help tell the district's story. These relationships include media and local, regional, and national organizations like ODE, OSPRA and NSPRA. The position will constantly look for ways to help enhance district reputation and its assets using a variety of innovative PR tools, strategies, and events. This position will help solidify the brand promise to the district's many audiences with emphasizes on families and students. Works closely with Internal Communications Specialist on improving brand attitude (the district's diverse staff—includes school personnel) leading to their buy-in and engagement on the SKPS long-range vision and strategy.

SUPERVISION RECEIVED AND EXERCISED

Receives direction from Communications Director and Communications Manager. Methods of performing tasks are largely within the discretion of the employee who has considerable latitude in devising and applying public relations and media methods and management strategies. Work is reviewed to assure compliance to standards and measured results. Exercises functional and technical supervision over assigned project staff. Coordinates and supervises the work of support staff on PR initiatives and creative services.

ESSENTIAL FUNCTIONS OF THE JOB: May include, but not limited to, the following:

Creates a public relations plan by analyzing goals and current business capabilities to help build relationships, tell the SKPS story and shape public using a variety of tools.

Maintains an online presence for SKPS by regularly developing and adding to original content that continues to present the company in a positive light.

Evaluates public opinion of SKPS through surveys, polls, and listening sessions.

Works in concert with Community Engagement Specialist and Director of Communications to gauge SKPS public reputation by monitoring social media (in partnership with SKPS social media coordinator), review sites, their ratings and reviews section on Facebook, their own online communities, and the news.

Helps identify any complaints about SKPS and quickly addresses them in concert with leadership and community engagement.

Helps strategize a response to crisis events when needed so damage to the district's reputation remains minimal and the public's perception highly satisfactory.

Supports crisis communications in coordination with the district's emergency operations center. Works in partnership with district social media coordinator to ensure exceptional image of SKPS through these sometimes volatile platforms.

As part of the media team, works with Communications Director and Communications Manager to cultivate and maintain relationships with local, regional and national media outlets; track all press placements and measure and report PR campaign's effectiveness.

Develops annual editorial calendar to ensure constant barrage of press stories. Pitches and writes positive stories and determine appropriate placement.

Develops press kit materials for media. Writes press releases and content for communications channels targeting the public. May produce promotional and informational videos.

Arranges for press conferences, interviews, and other media and event appearances

Works with the Capital Projects Public Engagement Manager to promote public awareness of bond information campaigns and construction programs and the benefits they bring to students. Promotes and participates in bond program media events such as groundbreaking and ribbon cutting ceremonies.

Works with the Capital Projects Public Engagement Manager to create a consistent brand reputation for the district's capital construction bond programs for both implementation and conceptual stages of general obligation bonds

Writes speeches, talking points and articles for district leadership as needed

Evaluates advertising and promotional sales pitches and proposals and recommend for possible inclusion in PR plans.

Maintains regular and consistent attendance and punctuality

Performs related duties consistent with job description and assignment

DESIRED QUALIFICATIONS

Knowledge of:

Proficient in MS Office, online meeting platforms such as Zoom, MS Teams and Google Meets and digital mailing platforms such as MailChimp and Constant Contact

Creativity and problem-solving aptitude

Strategic marketing, public relations and branding

Skilled at design platforms such as InDesign, Illustrator and Photoshop

Ability to:

Excellent ability to communicate clearly in writing and speaking

Ability to meet deadlines and work on several projects at once

Work effectively under pressure and deadlines

Establish and maintain effective and positive working relationships with those contacted in the course of work

Experience and Training:

Any combination of experience and training that would likely provide the required knowledge and abilities is appropriate. A representative way to obtain the knowledge and abilities would be:

Experience:

5 plus years' experience in communications emphasizing PR and Media

Proven experience as a Public Relations and/or Communications Officer or similar PR role

Experience managing media relations (online, broadcast and print) includes research, pitching and placing stories

Background in researching, writing and editing publications

Familiarity with project management software and video/photo editing is a plus

Training:

Bachelor's degree in public relations, marketing, communications, journalism or similar field

Work Environment:

Climate controlled office setting with exposure to minimal noise intensity levels.

Physical Requirements:

Frequent reaching, handling, fingering, talking and hearing. Mobility to work in a typical office setting and use standard office equipment, stamina to remain seated and maintain concentration for an extended period. Hearing and speech to communicate in person or

over the telephone. Vision: Frequent near acuity; occasional far acuity. Vision to read printed materials, computer screens and/or other monitoring devices.

Strength: Sedentary/Light – Exert force to 20 pounds occasionally or a negligible amount of force frequently to lift, carry, push, pull or move objects.

Salem-Keizer School District is an equal opportunity employer.