



Title:	Public Relations Officer
Reports to:	Superintendent
Terms of Employment:	12 Months
Salary:	TBD

Qualifications

Four-year college degree (Journalism or Communications preferred)
Experience in public relations, journalism or marketing

Nature of Work

To effectively tell Scotland County Schools' story to the local, regional and statewide community. To promote partnerships in the community to help further Scotland County Schools' mission.

Knowledge, Skills and Abilities

- Effective oral and written communication
- Ability to gather, analyze and clarify data
- Knowledge of AP style
- Ability to manage multiple projects simultaneously
- Knowledge of open meetings laws and FERPA
- Proficiency in Adobe Creative Suite

Essential Job Functions

- Serves as liaison between Scotland County Schools and news media. Creates news releases for distribution to local and regional outlets. Coordinates news conferences as needed.
- Responsible for filling all public information requests received.
- Creates and distributes system-wide publications, to include, but not limited to, the district calendar, the student information bulletin and student and parent handbook
- Oversees the schools' websites to include managing user accounts and content for home page. Assists schools in maintain their building websites.
- Manages mass telephone notification system and creates district-wide notifications.
- Serves as information liaison to community at large.
- Coordinates efforts with Chamber of Commerce to promote school mission
- Serves as primary event planner for district.
- Serves at Teacher of the Year coordinator.

- Solicits donations from local businesses to support program.
- Represents the school district as spokesperson at various community functions.
- Serves as liaison to local colleges and universities to place student teachers.
- Coordinates Scotland County Schools United Way campaign.
- Serves as spelling bee coordinator.
- Prepares presentations for superintendent and other senior administrators
- Assists in teacher recruiting under the direction of the Asst. Superintendent for Human Resources.
- Responsible for polling/surveying faculty, staff, students and public regarding school issues.
- Responsible for maintaining contacts in schools to promote events in each building.
- Represent Scotland County Schools as requested by the superintendent.
- Other duties as assigned by the superintendent.

Reports to

Superintendent