PUBLIC RELATIONS AND HUMAN RESOURCES SPECIALIST

Purpose Statement

The job of Public Relations and Human Resources Specialist was established for the purpose/s of coordinating the production of District-wide publications and presentations; developing and distributing press releases; responding to inquiries from media, the public, parents and staff; compose and distribute a variety of communication and coorespondence; maintain employee records for substitute and coaching personnel; distribute accurate certificated and classified substitute logs for building and sub caller use; maintain job description data; coordinate a variety of employee training events and exams-tests; assist applicants with questions regarding the application process; and coordinate a variety of special activities .

This job is distinguished from similar jobs by the following characteristics: Work functions are divided between both the public relations and human resources departments.

This job reports to Superintendent and Assistant Superintendent

Essential Functions

- Assists certificated substitute and coaching applicants with the job application process (e.g. answers online application questions, employment requirement inquiries, document questions, application status inquiries) for the purpose of successful completion and transmittal of the District's online application.
- Assists in the coordination, planning, organizing and development of employee related activities (e.g. professional growth activities, classified trainings, proctoring of exams such as substiute online training, online application training, emergency sub trainings, etc.) for the purpose of ensuring compliance with mandated requirements and the educational objectives of the District.
- Assists other personnel as may be required for the purpose of ensuring an efficient and effective work environment.
- Attends meetings and inservices for the purpose of maintaining skills, receiving and conveying information on new and improved procedures, as well as complying with district, state and federal requirements.
- Collaborates with other personnel (e.g. administrative and school personnel, student groups, parent groups, community organizations, etc.) for the purpose of preparing and providing a wide variety of information services to keep parents, students, staff, and the public of informed of District operations and goals.
- Completes employer required training for the purpose of maintaining current knowledge regarding specific job and/or district, state and federal rules, regulations, policies and procedures and laws.
- Composes a variety of written materials (e.g. press releases and public service announcements, correspondence, articles, bargaining minutes, etc.) for the purpose of documenting activities, distributing and conveying information, highlighting events and providing written reference.
- Coordinates a wide variety of special events (e.g. ceremonies, staff recognition, tours, superintendent coffees, career fairs, etc.) for the purpose of ensuring timely and efficient completion of activity/event in accordance with standards and practices.
- Develops various Communication Plans for the purpose of definining District-wide communication strategies in support of District operations, core purpose, goals and dissemination of information.
- Edits printed material from other district personnel for the purpose of ensuring clarity of content, correct usage of grammar, conformity to acceptable styles and relevance with the district's communication plan, core purpose and talking points.
- Establishes a cycle and process for updating and maintaining employee job descriptions for the purpose of providing job information and ensuring compliance with requirements.
- Executes the production of video communication for the purpose of promoting and relaying informaiton regarding district and school activities.

- Executes the writing, research, interviewing, design, editing, production and distribution of a wide variety of district materials and publications utilizing composition and presentation media (e.g. calendars (full size and pocket), newsletters, annual reports, E-Briefs, Points of Pride, Facebook, 119-at-a-Glance, School Improvement Reports, Building Progress, departmental booklets, postcards, posters, banners, invitations, flyers and pamphlets, etc.) for the purpose of promoting achievements and conveying information regarding school and/or district activities.

- Maintains effective working relationships with representatives of the news media and local community organizations (e.g. newspapers, radio, television, service organizations, school organizations, etc.) for the purpose of ensuring positive lines of communication and promoting district events.

- Maintains membership in state and local public relation groups and attends applicable meetings (e.g. WSPRA; Yakima PIO Group) for the purpose of staying current on public relations practices, generating ideas and maintaing relationships.

- Maintains personnel files and related records for substitute and coaching employees for the purpose of ensuring compliance with employment, legal and mandated requirements.

- Oversees a variety of processes (e.g. Online Application System, Substitute Management System, hiring procedures) for the purpose of ensuring efficient processing of applicants and employees in addressing position requirements and adhering to legal and/or administrative requirements.

- Prepares, maintains, and distributes accurate certificated substitute employee registries (e.g. certificated and classified sub lists) for the purpose of providing building secretaries and the District substitute liason with current lists of substitute employees eligible to work in the District.

- Presents information on a variety of topics (e.g. one-on-one substitute updates, coaching compliancy information, staff trainings, focus group meetings, committee meetings, distric information, etc) for the purpose of supporting the District communication plan and providing timely and effective information to constitutes.

- Processess substitute and coaching new hires for the purpose of ensuring all individuals meet requirements for employment pursuant to Board policies, and state and federal laws.

- Provides support to administrators and others for the purpose of assisting with recruitment and selection processes and a variety of human resource operational functions.

- Researches a variety of topics for the purpose of gathering information and addressing a variety of administrative requirements or needs.

- Responds to inquiries from the media, the public, parents and staff for the purpose of providing information and/or directions.

- Schedules a variety of activites and facilities (e.g. meetings, travel reservations/accommodations, career fairs) for the purpose of making necessary arrangements and assisting individuals participating in a variety of meetings and events.

Job Requirements: Minimum Qualifications

Skills, Knowledge and Abilities

SKILLS are required to perform multiple, technical tasks with a need to occasionally upgrade skills in order to meet changing job conditions. Specific skill-based competencies required to satisfactorily perform the functions of the job include: applying pertinent codes, policies, regulations and/or laws; communicating with persons of varied backgrounds; operating equipment used in profession; operating standard office equipment; planning and managing projects; and utilizing pertinent software applications.

KNOWLEDGE is required to perform basic math, including calculations using fractions, percents, and/or ratios; read technical information, compose a variety of documents, and/or facilitate group discussions; and solve practical problems. Specific knowledge-based competencies required to satisfactorily perform the functions of the job include: concepts of grammar and punctuation; composition, graphics, records management, and standard office application software.

ABILITY is required to schedule a number of activities, meetings, and/or events; often gather, collate, and/or classify data; and use job-related equipment. Flexibility is required to independently work with others in a wide variety of circumstances; analyze data utilizing defined but different processes; and operate equipment using standardized methods. Ability is also required to work with a significant diversity of individuals and/or groups; work with data of varied types and/or purposes; and utilize job-related equipment. Problem solving is required to identify issues and create action plans. Problem solving with data requires independent interpretation of guidelines; and problem solving with equipment is limited to moderate. Specific ability-based competencies required to satisfactorily perform the functions of the job include: being attentive to detail; working under time constraints; adapting to changing work priorities; maintaining confidentiality; meeting deadlines and schedules; working as part of a team; working with detailed information/data; and working with frequent interruptions.

Responsibility

Responsibilities include: working under limited supervision using standardized practices and/or methods; leading, guiding, and/or coordinating others; and operating within a defined budget. Utilization of resources from other work units is often required to perform the job's functions. There is a continual opportunity to impact the organization's services.

Working Environment

The usual and customary methods of performing the job's functions require the following physical demands: some lifting, carrying, pushing, and/or pulling; some stooping, kneeling, crouching, and/or crawling; and significant fine finger dexterity. Generally the job requires 60% sitting, 20% walking, and 20% standing. The job is performed under minimal temperature variations.

Experience Job related experience within specialized field is required.

Education Bachelors degree in job related area.

Equivalency Experience in job related field preferred.

Required Testing

Pre-employment Proficiency Test

Certificates & Licenses

Strongly prefer candidates with demonstrated proficiencies in public relations operational functions, including knowldege of specific design software, as well as knowledge of human resources functions.

Continuing Educ. / Training

None Specified

Clearances

Criminal Justice Fingerprint/Background Clearance
Substance Abuse Screening

FLSA Status

Non Exempt

Approval Date

Salary Grade

Support PR