



EDUCATION . . .
Road To Success

HANCOCK PLACE SCHOOL DISTRICT

SECTION: 500 Support Staff Positions
TITLE: 021 Public Relations

TITLE:	Public Relations
QUALIFICATIONS	<ul style="list-style-type: none">* Bachelor's Degree* Experience in Public Relations or related field* Highly organized and able to meet critical deadlines* Excellent skills in grammar and spelling
REPORTS TO / EVALUATED BY:	Superintendent
TERM OF POSITION:	12 months, part-time, 18 hours per week
SALARY:	Hourly rate for 18 hours per week.
JOB GOAL:	The goal of the Public Relations is to establish, coordinate, and communicate school-related news and activities through the use of the community's local media sources.
RESPONSIBILITIES:	<ul style="list-style-type: none">* Responsible for quarterly production of the district's community letter, the Communicator.* Responsible for development and publication of a variety of district communications, including brochures, pamphlets, etc.* Responsible for production of an in-district newsletter, <i>Hancock Today</i>, to share important information and highlights of activities within the district.* Responsible for assisting the Superintendent with developing and utilizing a legislative network to promote legislative action to benefit the district.* Responsible for informing and submitting newsworthy information to the local newspapers and/or television stations.* Responsible for taking pictures of all newsworthy school-related activities for submission to the local newspapers.* Responsible for writing newsworthy articles for publication in the local newspapers.* Provide a yearly inventory of needed supplies and equipment to the Superintendent.* Inform and make recommendations concerning public relations to the Superintendent.* Maintain master file, scrapbook, or album of all newspaper articles published relating to the school district.* Perform all other duties as dictated by law and/or assigned by the Building Principal, Assistant Superintendent, or Superintendent.

Hancock Place School District
Date Approved: December 14, 2005
Date Amended: November 14, 2007