

Job Title: Assistant Director, Public Relations **Wage/Hour Status:** Exempt
Reports to: Executive Director Community Engagement **Pay Grade:** 106
Dept/School: Community Engagement **Date Revised:** July 24, 2019

Primary Purpose

Promote positive community and governmental relations between the District and the community. Coordinate programs and related activities, including Partners in Education, the Superintendent's Student and Parent Advisory Councils.

Qualifications

Education/Certification

Bachelor's Degree in journalism, public relations, communications, or related field

Special Knowledge/Skills

- Knowledge of fundraising and event planning
- Ability to use technology to design and produce publications
- Strong organizational, communication, interpersonal and public speaking skills
- Knowledge of business development, community networking

Experience

Five (5) years related experience

Major Responsibilities and Duties

1. Coordinate the Partners in Education (PIE) program including meetings, publications, recognition events, and the work of Campus Liaisons.
2. Coordinate employee recognition events to include; Teacher of the Year, District employee service recognition, and retiree events.
3. Work with networking and development of community partners for the District.
4. Assist with fundraising efforts for District events, partners and EPISD Foundation.
5. Promote and highlight District efforts to recruit community partners.
6. Coordinate the Superintendent's Student and Parent Advisory Councils activities, including student and employee Board recognitions.
7. Assemble certificates, plaques, and other materials related to recognition events and activities.
8. Maintain inventories and budgets for recognition tokens and supplies.
9. Attend events, presentations, Board meetings, and other special projects or activities as assigned.
10. Maintain a professional level of confidentiality regarding personnel, parent, and student matters.
11. Work with outside agencies, business representatives, community members, news media, and District personnel; providing quality customer service and professionalism.
12. Respond to telephone calls, e-mails, letters, and other communications.
13. Assist with staff writing needs for internal/external communications, including social media, website, and media relations.

Supervisory Responsibilities

Supervise assigned personnel

Physical and Mental Job Requirements

Mental Demands/Physical Demands/Environmental Factors

Maintain emotional control under stress; frequent prolonged and irregular hours; occasional district wide and statewide travel, able to work on a deadline.

Terms of Employment

226 days; salary to be established by the Board of Trustees

The foregoing statements describe the general purpose and responsibilities assigned to this job and are not an exhaustive list of all responsibilities and duties that may be assigned or skills that may be required.

Approved: _____

Job Title: _____

Date: _____

Approved: _____

Job Title: _____

Date: _____

My supervisor has reviewed this job description with me and has provided me a copy.

Employee: _____

Date: _____

The El Paso Independent School District does not discriminate in its educational programs or employment practices on the basis of race, color, age, sex, religion, national origin, marital status, citizenship, military status, disability, genetic information, gender stereotyping and perceived sexuality, or on any other basis prohibited by law. Inquiries concerning the application of Titles VI, VII, IX, and Section 504 may be referred to the District compliance officer, Rosa Ramos at 230-2031; Section 504 inquiries regarding students may be referred to Kelly Ball at 230-2856.

El Distrito Escolar Independiente de El Paso no discrimina en los programas de educación o en prácticas de empleo usando el criterio de raza, color, edad, sexo, religión, origen nacional, estado civil, ciudadanía, estado militar, discapacidad, información genética, estereotipo sexual o sexualidad percibida, u otra práctica prohibida por la ley. Preguntas acerca de la aplicación del título VI, VII o IX, y la Sección 504 pueden ser referidas al oficial del distrito, Rosa Ramos at 230-2031; preguntas sobre 504 tocante a estudiantes pueden ser referidas a Kelly Ball al 230-2856.