



Eagle Point School District 9

Job Description – Supervisor - Communication & Public Relations

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PURPOSE: Under the direction of the Office of the Superintendent, this position is responsible for creating and/or editing content for a host of district communication outreach tools, including, but not limited to messaging, social media pages, district website, newsletters and information sharing while facilitating the development of timely, consistent, and accurate internal/external communications and information processes that contribute to and encourage two-way communication.

REPORTS TO:
Superintendent

QUALIFICATIONS:

- Bachelor's degree preferred in Communications, Marketing, Public Relations or related field
- Maintain a valid Oregon Driver's License and personal transportation
- Bilingual in Spanish preferred
- Passes required criminal background check

ESSENTIAL DUTIES & RESPONSIBILITIES

- Coordinate with the Superintendent to represent the district to the media via multiple platforms and the public to disseminate accurate information
- Develop, market and implement the district's communication plan
- Implement effective media, community relations, and information campaigns to promote the district's objectives and needs that produces understanding of the district's programs, policies, budgets, initiatives and critical issues
- Analyze, interpret, simplify and clearly communicate complex district issues to diverse stakeholders
- Respond to public complaints and inquiries
- Formulate messaging for sensitive, confidential and controversial issues including employee and student misconduct and labor negotiations
- Provide communications and public relations counsel and support to the school board, superintendent and building administrators
- Conduct emergency communications to include hazardous weather and lockdown or lockout notifications via the district's notification system
- Excellent communication skills
- Skills to operate office equipment including use of computer and desktop publishing applications for the purpose of developing and distributing public information in professional formats and brochures
- Skill in database management, proficiency with Microsoft Office suite, Google docs, Gmail, and Google calendar
- Create regular, relevant written and video content for district webpage and social media pages (Facebook, Instagram, Twitter, etc.)
- Compose and design documents (e.g., correspondence, agendas, minutes, flyers, newsletters, brochures, fact sheets, etc.) and prepare presentation materials (PowerPoint, Excel charts, etc.) for the purpose of communicating information to internal and external audiences
- Create, update, and maintain specified pages and information on district and school websites
- Respond to inquiries of staff, the public, parents and/or students for the purpose of providing information and/or directions as may be required



- Evaluate situations (e.g., involving other staff, students, parents, the public, etc.) for the purpose of taking appropriate action and/or directing to appropriate personnel for resolution
- Handle sensitive material in a confidential manner
- Assist in Bond election communications
- Assist in the maintenance of an internal communication system so employees are informed and engaged in district and building issues and news
- Assist with preparation, editing and distribution of special publications such as recruitment brochures, orientation brochures for new teachers and staff members, informational brochures for the parents of students new to the district, and other publications, as requested
- Perform a variety of clerical work in support of the assigned office, including proofreading, checking and recording information on records; making and distributing photocopies
- Process documents and materials (e.g. schedules, agendas, mail, etc.) for the purpose of disseminating information to appropriate parties
- Integrate charts, data, photographs, video, documents, flow charts, graphics, etc. into web design and social media and other communications
- Photograph or video events or individuals, as needed
- Knowledge of communication and public information principles, appropriate laws, codes, and regulations
- Ability to respond effectively to multiple conflicting priorities, continuously prioritizing and reprioritizing projects and situation to respond to unexpected changes
- Ability to utilize time and to accomplish tasks
- Ability to work independently without supervision, as well as work effectively in a team setting
- Ability to utilize current and advanced technology tools to enhance effective public relations.
- Commitment to equity
- Maintain the confidentiality of sensitive and confidential information related to personnel issues, grievance and arbitrations, collective bargaining and legal matters affecting the district
- Position will require flexibility with work hours to accommodate evening hours
- Perform other duties, as assigned

PHYSICAL REQUIREMENTS:

- Use of hands for repetitive motions, such as writing and typing
- Ability to stand, walk and bend on frequent basis
- Ability to sit for prolonged periods of time
- Occasional bending, kneeling, squatting, climbing of stairs or ladders
- Lifting/carrying: up to 40 lbs.
- Requires some travel

Rate of Pay:

According to Supervisor Salary Schedule