

Reports to: Superintendent

Classification: Non-Bargaining Classified Employee

Education, Licensure and Experience:

- Bachelor's degree in journalism, public relations, communications, or related field.
- Valid driver's license.
- 3 yrs. experience preferred

Knowledge, Skills & Abilities:

- Considerable independence, diplomacy, initiative and strict confidentiality.
- Able to get along with staff, public, etc. Be courteous, polite and considerate.
- Professional tact, diplomacy, and presentation with administrators, staff, teachers, students, parents, and the community.
- Conscientious and assumes responsibility for own work performance.
- Good health, high moral character, and good attendance record.
- Demonstrate enthusiasm and a sincere desire to aid all students.
- Demonstration of and commitment to Washington Local School District's Core Values: Courage, Dedication, Dignity, Excellence, Gratitude, Honesty, Loyalty, Respect, Responsibility, Service, Teamwork, and Trust.

Essential Functions:

1. Maintain respect for confidential information at all times.
2. Research, write, and distribute press releases including taking photos when needed.
3. Plan, research, write, edit, and layout district publications. Also, do photography, work with printers and arrange distribution.
4. Work with the news media (print, internet, radio, and television) to provide information and promote a good relationship between the schools and the press.
5. Serve as liaison between school and community at large, including community groups.
6. Assist with preparation of factual information related to ballot issues.
7. Research, write, edit and/or prepare for printing pamphlets, handbooks, or information booklets as needed by the school district, i.e. Strategic Planning Update, tax information.
8. Represent the school district at state and national School Public Relations activities, including preparing entries for awards recognition to enhance district's image.
9. Be responsible for content of district web site. Act as webmaster and supervise technical work on web site.
10. Represent the Superintendent when needed at communications functions.

11. Conduct community outreach efforts.
12. Act as a liaison with the community and the Superintendent and/or School Board.
13. Provide the Superintendent with information from the community and research background information on local/state issues.
14. Maintain a presence on social media for the district.
15. Advise the Superintendent, School Board, and other administrators on communications and public relations.
16. Network with other school communications personnel to share information.
17. Advise and aid school district groups (i.e. parent associations, anti-drug groups, education groups) with communications in the school district and with the media.
18. Plan and execute various public relations campaigns to promote pride in the school district.
19. Advise on communications during crisis situations.
20. Organize and work with communications groups within the school district (i.e. strategic planning, key communicators).
21. Keep up-to-date and accurate files on communication functions of the school district (i.e. newspaper clippings, project details, levy information) for use by district personnel.
22. Arrange recognitions and presentations for regular monthly board meetings that promote student and staff achievement or community donations of services to the district.
23. Administer District Brand Manual for the use of internal and external communications, such as letterhead, logos, websites, memos, and newsletters.

ADDITIONAL DUTIES AND RESPONSIBILITIES

1. Responsible for knowledge of and compliance with:
 - Board of Education policies
 - Job description requirements
 - Master Agreements
 - Reference Handbook for Non-Bargaining Classified Employees
 - Administrative directives
2. Perform other duties as assigned by the Superintendent
3. Comply with applicable state and federal laws, Board of Education policy, administrative and supervisory directives and terms of the Non-Bargaining Classified Master Agreement.

Working Conditions

- Benefits per Non-Bargaining Classified Reference Handbook with the exception of the Retirement Pick-up and the SERS Retirement Pick-up (Pick-up on Pick-up). These benefits are not provided for this position.
- Possible contact with unruly students
- Possible occasional exposure to blood, bodily fluids, and tissue
- Possible occasional exposure to hazardous chemicals