

## **PUBLIC RELATIONS MANAGER**

The manager is responsible for providing internal and external communication services to the board. These services include:

1. Responsibility for the production of the bi-monthly internal newsletter, Board newsletter and other printed material such as newsletters, brochures/flyers, pamphlets and slide/tape and video presentations.
2. Providing assistance and advice for principals and Education Center employees on media relations, visual displays, graphic design, print production, public relations, photography, and audio/visual production.
3. Maintaining ongoing media relations including an up-to-date list of media organizations, contact with media members, coordinating media inquiries, requests for interviews, news conferences and the release of information via news release.
4. Preparation of speeches, briefs and reports as required by the Chair and/or Director.
5. Compilation and distribution of weekly news clippings service.
6. Coordination of paid advertising, including print and electronic and transit shelter.
7. Acting as liaison with community groups and organizations to disseminate information appropriate to their needs and cooperating on joint public relations ventures designed to promote public education.
8. Production of promotional items such as pins, buttons, T-shirts, magnets, bookmarks, hats, etc.
9. Representing the District on various metropolitan communications committees.
10. Serving, where required, as a resource on trustee committees, i.e., House, Public Consultation, 25<sup>th</sup> Anniversary.
11. Attending Board, Standing Committee, Executive Committee, and Director's Council meetings.
12. Assisting with special events such as Education Week and Award of Excellence.
13. Other duties as assigned by the Director.