

Qualifications:

Four year college degree (Degree in Journalism or Communications preferred)
Experience in public relations or related public service work preferred

Nature of Work

To generate in the Lee County community a climate of understanding of the system's efforts to provide each student with the best possible education. To promote a partnership with the community that strives to enhance the school district program through central coordination of the volunteer program and communication with external groups.

Knowledge, Skills and Abilities:

- Skill in effective oral and written communication.
- Ability to gather and analyze data.
- Extensive knowledge of grammar, vocabulary and punctuation.

Essential Job Functions:

- Serves as the information liaison between the Lee County School and community at large.
- Helps set annual objectives for the public information program and assists in planning budget for meeting objectives.
- Serves as liaison between the Lee County Schools and news media and supervises the production and distribution of news releases; arranges for news conferences as needed.
- Supervises and coordinates the preparation of system wide publications including information brochures, calendars, reviews of Board meetings, etc.
- Assists in the polling and/or surveying of public opinion regarding issues in education.
- Maintains open lines of communication with all community organizations.
- Speaks at public meetings on issues of general or specific pertinence to the Lee County Schools at the request of the superintendent.
- Identifies recruits and trains volunteers to work in the schools.
- Coordinates need for volunteers in the schools and plans with each site administrator.
- Plans recognition program for volunteers.
- Meets and corresponds regularly with school-based public relations contact person.
- Coordinates efforts with Chamber of Commerce on partnerships with the schools.
- Coordinates annual United Way Campaign in the Lee County Schools.

- Coordinates special recognition programs for employees who have been or will be recognized for outstanding achievements, such as the Teacher of the Year program.
- Assists in the preparation of presentations for various external groups about the Lee County Schools.
- Represent the Lee County Schools as requested by the superintendent.
- Assists with grant seeking and writing.
- Maintains and updates school system's web page as needed.
- Performs other duties and responsibilities as assigned by supervisor.

Signature: _____ Date: _____