

DISTRICT SCHOOL BOARD OF PASCO COUNTY

JOB DESCRIPTION

PROGRAM SPECIALIST, COMMUNICATIONS AND GOVERNMENT RELATIONS

QUALIFICATIONS:

- (1) Bachelor's Degree in Communications, Journalism, Business, Political Science, Education, or a related field, from an accredited institution.
- (2) Minimum of three (3) years experience in public relations, education, journalism, business or government relations.
- (3) Familiarity with the news media and District programs is preferred.
- (4) Familiarity with Florida statutes and legislative processes.
- (5) Familiarity with all levels of government.

KNOWLEDGE, SKILLS AND ABILITIES:

Ability to use effective public relations skills. Ability to use public speaking skills. Ability to share ideas with others in a clear and informative manner. Knowledge of current educational trends. Demonstrated effective written and oral communication skills. Familiarity with desktop publishing. Ability to identify important issues or problems in area of responsibility. Skill in personnel management, interaction and supervision techniques. Knowledge of statutory and regulatory requirements in areas of responsibility. Ability to analyze statistical data for trends and performance in various programs and to develop strategies for improvement. Ability to understand and interpret Florida statutes related to curriculum requirements and schools operations.

REPORTS TO:

Director of Communications and Government Relations.

JOB GOAL

To encourage, develop and maintain two-way communication between the District School Board of Pasco County and its various publics, and to provide resources and services to schools and District staff to enhance their communication efforts which will improve public perception and support of the District School Board of Pasco County. To serve as the primary contact to the Superintendent in planning, developing, implementing, and evaluating the district's efforts in government relations.

SUPERVISES:

Assigned Communications and Government Relations Support Personnel

PERFORMANCE RESPONSIBILITIES:

Communication

- * (1) Assist in the development of communications networks.
- * (2) Collaborate with other departments, schools, and governmental entities.

- * (3) Provide the Board through the Superintendent, with current information on special recognition of exemplary employee, student, or partner performance.
- * (4) Communicate effectively orally and in writing.
- * (5) Assist in the preparation of newsletters, the annual report, and other publications.
- * (6) Use effective communication strategies to interact with a variety of audiences.

Critical Thinking

- * (7) Assist in interpreting, analyzing, and summarizing ongoing legislative developments.
- * (8) Assist in collecting, compiling or developing information needed by the Superintendent, School Board, the media and the public.
- * (9) Use technology effectively.

Proactive Orientation

- * (10) Exercise proactive leadership in promoting the vision and mission of the District.
- * (11) Anticipate potential problems and design processes and procedures to address them.
- * (12) Demonstrate initiative in fulfilling responsibilities.

Facilitation

- * (13) Use appropriate interpersonal styles and methods to guide individuals and groups toward task accomplishment.
- * (14) Facilitate problem-solving by individuals and groups.

Continuous Improvement

- * (15) Set high standards and expectations for self and others.
- * (16) Keep abreast of current developments, system issues, and changes, legislative activities, as well as laws, rules, and policies which affect the School District.
- * (17) Assist in providing training and updates in effective communication including techniques for improving government relations.

Technical/Professional Knowledge

- * (18) Assist in developing and recommending a comprehensive communication plan.
- * (19) Assist in coordinating the planning and operation of community outreach.
- * (20) Assist in planning, implementing, and evaluating activities to foster community involvement.
- * (21) Assist in the preparation of the budget to support the community relations activities.
- * (22) Assist in designing a communications campaign that supports and promotes the Pasco County schools.
- * (23) Assist in collaborating with the Pasco Education Foundation, Inc. in supporting schools.
- * (24) Assist and promote the use of new technologies and strategies to increase internal and external communication.
- * (25) Assist and support all schools and departments in development of effective communication plans with the community and parents.

- * (26) Assist assigned personnel, conduct annual performance appraisals, and make recommendations for appropriate employment actions.

Constancy of Purpose

- * (27) Assist in serving as a liaison to the Superintendent with the district lobbyist.
- * (28) Serve as a resource to the Superintendent and the Superintendent's staff.
- * (29) Assist in planning special events for recognition and awards for the District School Board of Pasco County.
- * (30) Assist in coordinating the various recognition programs for students, employees, schools, and community members/groups.
- * (31) Serve as a consultant to school improvement teams in developing, implementing and evaluating their outreach programs.
- * (32) Serve on committees, councils, and/or task forces.
- * (33) Exhibit support for the District's vision, mission, goals, and priorities.
- * (34) Serve as a district representative at emergency shelters as determined by the Superintendent.
- * (35) Perform other incidental tasks consistent with the goals and objectives of this position.

Managerial

- * (36) Coordinate governmental activities to keep the public and district employees informed concerning government relations.
- * (37) Direct and coordinate all communication plans.
- * (38) Prepare or supervise the preparation of all required reports and maintain all required records.

Decisiveness

- * (39) Make and share decisions in a timely manner.
- * (40) Respond quickly to emergency situations.
- * (41) Assist in determining information to be shared with media during emergency situations.

PHYSICAL REQUIREMENTS:

Light Work: Exerting up to 20 pounds of force occasionally and/or up to 10 pounds of force as frequently as needed to move objects.

TERMS OF EMPLOYMENT:

Salary and benefits shall be paid consistent with the District's approved compensation plan.

Length of the work year and hours of employment shall be those established by the District.

EVALUATION:

Performance of this job will be evaluated in accordance with provisions of the Board's policy on evaluation of personnel.

Job Description Supplement No. _____

*Essential Performance Responsibilities

Board Action _____
Approved 04/18/06
Revised _____