

DeForest Area School District  
Administrative Regulation

<b>TITLE:</b> <b>SCHOOL/COMMUNITY RELATIONS COORDINATOR JOB DESCRIPTION</b>	<b>NUMBER: AR 3.3d(1m)</b>
<i>Executive Limitation: EL 3 – Treatment of Staff ( 3.3d - Job Descriptions)</i>	
<b>Recorded as Administrative Regulation:</b> <i>Established: 6/09/99                      Revisions:</i>	
<b>Origin as Board Of Education Policy:</b> <i>Established: n/a                              Revisions:</i>	

**Job Summary:** This position is a planned and systematic management function designed to improve the programs and services of the school district by integrating the district with the community. It is responsible for the coordination of a comprehensive two-way communication process involving both internal and external publics, with the goal of stimulating a better understanding of the role, objectives, accomplishments and needs of the school district. A primary function of this position is to fulfill the district’s responsibility to inform the public how schools are performing and how they are allocating their resources and to seek their insight on helping the school district deliver high quality and efficient programs.

**Qualifications:**

- Bachelor or Masters degree in an area relevant to coordinating and directing school/community relations such as public relations, mass communication, business/vocational education, or equivalent education and experience
- Eligibility for administrative certification in the state of Wisconsin
- Previous experience in a public school environment preferred
- Working knowledge of the context of the DASD Community
- Working knowledge of the principles of business/school, community/school, and school to work partnerships
- Professional experience in development/oversight in collaborative school/community programming and two-way networking
- Working knowledge of internal and external communication strategies
- Mastery of communication skills (verbal, written, and interpersonal)
- Proficiency with current technology for performance of duties; including graphics design and publication/print software
- Evidence of strong analytical and critical thinking and judgement skills
- Experience in planning, implementing, evaluating, budgeting, and personnel supervision
- Accreditation by the National School Public Relations Association or Public Relations Society of America preferred, but not required

**Duties and Responsibilities:** Duties shall include but not be limited to:

- Assist the superintendent and BOE in assessing and interpreting public attitudes
- Identify and help shape policies and procedures in the public interest
- Carry out involvement and information activities which earn public understanding and support
- Serve as public relations counsel to the BOE
- Handle all aspects of the school district’s publications such as external and internal newsletters, brochures, bulletins, letters
- Promote positive media relations and coverage

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- Facilitate communication about institutional advancement such as strategic planning, organizational change, budgeting and bond issue campaigns
- Develop a comprehensive communications plan for the district
- Conduct formal and informal research to determine public opinion and attitude
- Promote the district's strengths/achievements, and its solutions to problems
- Vigorously publicize student, faculty, and staff achievements
- Provide necessary information support for all meetings of the BOE
- Conduct recognition programs for employees and students
- Conduct information campaigns for district elections
- Research and develop communication strategies for the Superintendent and BOE
- Represent the district in various community organizations
- Promote the development of collaborative initiatives between the schools and local business/industry
- Performs other duties deemed appropriate and assigned by the Superintendent