



TRITON REGIONAL SCHOOL DISTRICT

Respect, Integrity, and Excellence for All

POSITION: *Public Relations & Media Specialist*

PURPOSE OF POSITION:

To work with the Superintendent and Chair of the School Committee, or designees, to build, promote, and maintain a high quality reputation for the Triton Regional School District through the use of traditional and social media

REPORTS TO: *Superintendent of Schools*

PERFORMANCE RESPONSIBILITIES:

1. To liaise with the Chair of the Triton Regional School Committee or his/her designee to plan, develop, and implement public relations strategies
2. To liaise with the Superintendent and designees to plan, develop and implement public relations strategies
3. To liaise with school building administrators and staff as directed to ensure current practice, programming, and events are able to be communicated
4. To maintain contact with the community at large in order to accurately assess perception and provide suggestions and support in resolving issues
5. To think creatively and strategically about the further development and improvement of the District's communications and external communications plan, including branding and presence
6. To research, write, and distribute press releases to targeted media including the district website, direct email communications, newspapers, Facebook, and Twitter
7. To work with the individual responsible for district website maintenance and updates to ensure all information is current
8. To provide communications support in any high profile and/or potential crisis situation
9. To maintain the District's Facebook Page to ensure daily updates of information, celebrations, events, and opportunities
10. To provide assistance in the development and production of an Annual Report, distributed each fall to residents of our member towns
11. To establish and maintain cooperative relationships with representatives of schools, the students, the families, Triton employees, and Triton Community
12. To provide support in any other circumstances that may arise for the School Committee and Superintendent from time to time

QUALIFICATIONS:

1. A minimum of a Bachelor's Degree from an accredited college or university
(*Preferably in Journalism, Public Relations, Communications or similar*)
2. A minimum of 3 years' experience in Public Relations, Communications, or Marketing
3. Must have strong PC skills and Technology/Social Media skills
4. Strong Communication and Interpersonal Skills; Articulate, Enthusiastic, and Professional
5. High quality writing

ATTRIBUTES:

- Committed to the core values of the district
- An unwavering commitment to student success
- High level communication and interpersonal skills
- A commitment to collaborative practice within a professional learning community
- Able to delegate and exercise good judgment
- Detail oriented
- Able to multi-task

TERMS OF EMPLOYMENT:

- Annual Work Schedule: Part Time – 260 Days Per Year – 10 Hours Per Week
- Salary to be negotiated with the Superintendent

HIRING RANGE: \$12,000 - \$20,000

EVALUATION: Performance of this job will be evaluated in accordance with provisions of the School Committee's policy on Evaluation of Non Instructional School Support Personnel