

# NOTICE OF VACANCY

Rochester Community Schools ~ 501 W. University Drive ~ Rochester, Michigan 48307

**February 26, 2018**

We announce the following vacancy in Rochester Community Schools. Applications will be accepted **until filled**. Initial screening will begin on March 5, 2018.

## **Rochester Community Schools Public Relations Specialist – Part Time Approximately 25 hour per week – Ten and a half month schedule (August – June)**

### **QUALIFICATIONS:**

- Bachelor's degree in Public Relations, Journalism, English, Communications or Marketing.
- Three (3) or more years' experience in similar field.
- Confident communicator and presenter.
- Excellent organizational and planning skills.
- Full understanding of media needs and media relationships.
- Proactive, reliable, responsible and accurate with an attention to detail.
- Possess the ability to keep information confidential.
- Knowledge and practical application of traditional and digital PR tactics and techniques.
- Professional experience with social media including Facebook, Twitter and Instagram.
- Must be able to travel between buildings on a regular basis.
- Ability handle multiple, simultaneous priorities.
- Such alternatives to the above qualifications may be deemed appropriate and acceptable by the Board.

### **JOB DESCRIPTION:**

A job description is attached to this posting.

**SALARY: \$26,000 - \$34,000 per year plus a comprehensive benefit package as set forth in Supervisors, Managers and Coordinators manual.**

### **APPLICATION PROCEDURE:**

Interested and qualified applicants must complete an online application and attach a Letter of Interest and current resume through the Oakland Human Resources Consortium at:

<https://www.applitrack.com/oakland/onlineapp/JobPostings/view.asp?FromAdmin=true&AppliTrackJobId=28631>

### **SELECTION PROCESS:**

Selection of an individual to fill this vacancy is determined by the appropriate administrators based upon experience, qualifications, and professional attributes.

### **ROCHESTER COMMUNITY SCHOOLS IS AN EQUAL OPPORTUNITY EMPLOYER**

*Rochester Community Schools does not discriminate on the basis of race, color, religion, national origin, creed or ancestry, age, sex, marital status, height, weight, familial status, arrest record or physical and mental disabilities in accordance with the Elliot-Larson Civil Rights Act (ELCRA) MCL 37.2206, Persons with Disabilities Civil Rights Act (PWCRA), MCL 37.1206, Title II, Title VI, and Title VII of the Civil Rights Act of 1964, Title IX of the Educational Amendment Act of 1972, the Age Discrimination in Employment Act and the Immigration Reform and Control Act of 1986 (8U.S.C., Section 1324A Et.Seq.) and Section 504 of the Rehabilitation Act of 1973. In addition, individuals will not be excluded from, or be denied, the benefits of participation in any program or activity for which the Board is responsible. Rochester Community Schools has designated the following individuals as Compliance Coordinators: Title IX, Title II and Section 504 – Students: Assistant Superintendent for Instruction, 501 W. University, Rochester, MI 48307 (248)726-3106; Equal Employment Opportunity/Section 504 for non-students: Chief Human Resource Officer, 501 W. University, Rochester, MI 48307 (248)726-3110*

*Effective January 1, 2006, the State of Michigan "School Safety Legislation" requires all district employees be fingerprinted prior to employment.*

# NOTICE OF VACANCY

Rochester Community Schools ~ 501 W. University Drive ~ Rochester, Michigan 48307

1.49

**TITLE:** PUBLIC RELATIONS SPECIALIST

**QUALIFICATIONS:**

1. Bachelor's Degree in Public Relations, Journalism, English, Communications or Marketing.
2. Three (3) or more years' experience in similar role.
3. Confident communicator and presenter.
4. Excellent organizational and planning skills.
5. Full understanding of media needs and media relationships.
6. Proactive, reliable, responsible and accurate with an attention to detail.
7. Possess the ability to keep information confidential
8. Knowledge and practical application of traditional and digital PR tactics and techniques.
9. Professional experience with social media including Facebook, Twitter, and Instagram.
10. Must be able to travel between buildings on a regular basis.
11. Ability to handle multiple, simultaneous priorities.
12. Such alternatives to the above qualifications as the Board may find appropriate and acceptable.

**REPORTS TO:** Director of Community Relations

**JOB GOAL:** Execute public relations initiatives at Rochester Community Schools, designed to create and maintain a favorable public image.

**PERFORMANCE RESPONSIBILITIES:**

1. Assists in the execution of advertising, promotional outreach, and community relations/public affairs activities.
2. Writes, copy edits, proofreads, revises, and typesets communications. Creates the district newsletter.
3. Updates the organization's web site.
4. Researches media coverage and industry trends.
5. Manages all district social media sites and blogs. Monitors other social media sites and keeps abreast of social media trends for recommendation and implementation.
6. Coordinates district participation at local community and other outreach events.

**ROCHESTER COMMUNITY SCHOOLS IS AN EQUAL OPPORTUNITY EMPLOYER**

*Rochester Community Schools does not discriminate on the basis of race, color, religion, national origin, creed or ancestry, age, sex, marital status, height, weight, familial status, arrest record or physical and mental disabilities in accordance with the Elliot-Larson Civil Rights Act (ELCRA) MCL 37.2206, Persons with Disabilities Civil Rights Act (PWCRA), MCL 37.1206, Title II, Title VI, and Title VII of the Civil Rights Act of 1964, Title IX of the Educational Amendment Act of 1972, the Age Discrimination in Employment Act and the Immigration Reform and Control Act of 1986 (8U.S.C., Section 1324A Et.Seq.) and Section 504 of the Rehabilitation Act of 1973. In addition, individuals will not be excluded from, or be denied, the benefits of participation in any program or activity for which the Board is responsible. Rochester Community Schools has designated the following individuals as Compliance Coordinators: Title IX, Title II and Section 504 – Students: Assistant Superintendent for Instruction, 501 W. University, Rochester, MI 48307 (248)726-3106; Equal Employment Opportunity/Section 504 for non-students: Chief Human Resource Officer, 501 W. University, Rochester, MI 48307 (248)726-3110*

**Effective January 1, 2006, the State of Michigan "School Safety Legislation" requires all district employees be fingerprinted prior to employment.**

# NOTICE OF VACANCY

Rochester Community Schools ~ 501 W. University Drive ~ Rochester, Michigan 48307

Job Description

1.49

**Public Relations Specialist**

Page Two

7. Assists with media relations activities, such as responding to media queries, developing talking points, writing speeches, and authoring news and feature articles for internal and external publications.
8. Photographs and video records subjects to support news releases, articles, and social media. Professionally edits material as needed.
9. Establishes and maintains effective and cooperative relationships with school and community members, print and electronic news media, and with public affairs personnel of specialized groups.
10. Evaluates the impact and effectiveness of communication plans and advises the director on methods to improve communication with key publics through a variety of media, such as mainstream news media, social media, and others.
11. Assists in developing strategic communication plans by considering specific topics or aspects to emphasize and the most effective mediums for communicating with the public.
12. The duties and responsibilities of this role require that the position be physically based in the Community Relations Office of the Rochester Community School District.

Ten and a half month position, five (5) hour per day.

02/15/18

## **ROCHESTER COMMUNITY SCHOOLS IS AN EQUAL OPPORTUNITY EMPLOYER**

*Rochester Community Schools does not discriminate on the basis of race, color, religion, national origin, creed or ancestry, age, sex, marital status, height, weight, familial status, arrest record or physical and mental disabilities in accordance with the Elliot-Larson Civil Rights Act (ELCRA) MCL 37.2206, Persons with Disabilities Civil Rights Act (PWCRA), MCL 37.1206, Title II, Title VI, and Title VII of the Civil Rights Act of 1964, Title IX of the Educational Amendment Act of 1972, the Age Discrimination in Employment Act and the Immigration Reform and Control Act of 1986 (8U.S.C., Section 1324A Et.Seq.) and Section 504 of the Rehabilitation Act of 1973. In addition, individuals will not be excluded from, or be denied, the benefits of participation in any program or activity for which the Board is responsible. Rochester Community Schools has designated the following individuals as Compliance Coordinators: Title IX, Title II and Section 504 – Students: Assistant Superintendent for Instruction, 501 W. University, Rochester, MI 48307 (248)726-3106; Equal Employment Opportunity/Section 504 for non-students: Chief Human Resource Officer, 501 W. University, Rochester, MI 48307 (248)726-3110*

***Effective January 1, 2006, the State of Michigan "School Safety Legislation" requires all district employees be fingerprinted prior to employment.***