

**Glenbrook High School District 225
Public Relations and Communications Office
Job Description**

Position Title: Public Relations and Communications Specialist

Reports to: Director of Public Relations and Communications

Job Goal: Support the director in building community support through regular, planned and strategic communications.

Qualifications: Candidates should possess previous experience in public relations, journalism, or communications and hold a minimum of a Bachelor's degree in one of those or a related major. It is desired that candidates possess strong writing skills, content development, social media, and electronic communication applications. Video production skills are a plus.

Attributes: Candidates are expected to have a strong work ethic which also translates into demonstrating an ease in learning new skills and techniques. An enthusiastic approach to developing relationships and seeking stories is paramount to the position. Working independently as well as in a team setting is an expectation. Possessing strong writing skills as well as a comfort with public speaking is required. Outstanding organizational skills coupled with a flexibility to meet the demands of the District will require possible weekend and evening commitments.

Critical Job Functions:

- Identify and draft features and press releases; generate news stories that support the District 225 brand;
- Strategize and coordinate district website content and multimedia to support the communications plan;
- Utilize technologies including websites, social media, video, etc. to expand the district brand and innovatively reach stakeholders;
- Coordinate the promotion of school news, events and accomplishments through various media including local newspaper outlets, publications, websites, and social media;
- Identify and coordinate recognitions such as Glenbrook Stories;
- Coordinate the student internship program;

- Provide crisis communications support as needed, including utilization/management of the rapid notification system and other alerts.
- Collaborate with local press to pitch stories, support articles and arrange photos; respond to press inquiries and coordinate coverage; act as spokesperson as needed;
- Monitor media coverage and social media outlets; track and provide notifications; respond as needed;
- Assist in the design, drafting and production management of publications including parent and community newsletters;
- Solicit input from stakeholders on major initiatives; manage data collection and evaluation of tactics in support of communications plan;
- Support internal communication efforts;
- Assist in planning major district/school events;
- Take and coordinate photos and videos as needed; manage district archives;
- Share information with various community groups and represent the district at strategic functions/events;
- Collaborate with the Glenbrook High School Foundation and various parent associations;
- Assist with managing department budget, creating purchase orders; occasional clerical support;
- Other duties as assigned by the director of public relations and communications.

Compensation:

Starting salary is based on education, years of relevant professional experience, and additional qualifications.