

UNION TOWNSHIP PUBLIC SCHOOLS

JOB DESCRIPTION

TITLE: School District Media Public Relations Manager

QUALIFICATIONS:

1. Must possess knowledge of the fundamental principles of district functions.
2. Must possess the ability to present information in writing and verbal form to district personnel public groups, and the board of education.
3. Must possess the ability to use all forms of digital communication, including social media applications.

REPORTS TO: Superintendent

JOB GOAL: To assist the district in fostering a positive image with the community.

**PERFORMANCE
RESPONSIBILITIES:**

1. Identify and assist in creating strategies to promote a positive image for the district.
2. Attend district-related events.
3. Promote the district's strengths and achievements by publicizing student and personnel accomplishments.
4. Write, edit, and manage all social media related content associated with platforms such as Facebook, Twitter, Instagram YouTube, etc.
5. Build strong relationships with members of the media.
6. Coordinate programming with local television station, UNIONTV34.
7. Monitor mention of the district found online that may be detrimental to the positive image of the district.
8. Perform additional duties as may be required by the superintendent.

TERMS OF EMPLOYMENT: Twelve-month year