



The School Board of Polk County

<http://www.polk-fl.net>

Job Description

Position Title: Analyst, Public Relations & Recognitions
FLSA Status: Exempt
Salary Grade, if non-union: SG18
Pay Grade, if union:
Non-Union or Specific Collective Bargaining Agreement: Non-Union

Our Mission:

The mission of Polk County Public Schools is to provide a high quality education for all students.

To perform this job successfully, the individual must be able to perform each essential duty satisfactorily. The requirements listed are representative of the knowledge, skill and ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The duties are intended to describe the nature and level of work being performed by the employee assigned to the position. This job description is not meant to be construed as an exhaustive list of all responsibilities, duties, and skills required of this position. Other duties may be assigned which are not listed. Additionally, when duties and responsibilities of this job change, this job description will be reviewed and updated, subject to changes and business necessity.

Custom Job Purpose:

This position exists to perform specialized work in implementing public school information and special recognition programs services for Polk County Public Schools.

Essential Functions of this Job

Coordinates, implements, and executes events that recognize and honor students, staff, volunteers or community partners. Performs research, writing, and editing for a wide variety of printed materials and audio-visual productions, including, but not limited to, employee and community newsletters, scripts and speeches, program brochures, and award nominations. Provides consultation to district and school staff on special recognition programs. Procures and maintains special events inventory and supplies. Establishes and maintains mailing/emailing list and RSVP databases for events. Supervises storage, categorizing, organization, and maintenance of events materials and products. Maintains all supporting records of special recognitions.

Plans and implements special events, including but not limited to, Teacher of the Year, Hall of Fame, Volunteer of the Year, and About Face Awards. Collaborates with departments, district partners, and community organizations in the development and/or support of special events and activities. Monitors and disseminates information to schools encouraging participation in national and statewide community involvement/engagement awards. Leads coordination of special recognition district events including monthly School Board meetings.

Non-Essential Functions of this Job

Performs other duties as assigned.

Position Title: Analyst, Public Relations & Recognitions

Knowledge, Skills and Abilities:

Training and/or experience in public relations and special events. Excellent verbal, written communication, and organizational skills. Demonstrated ability in speech writing and feature writing. Knowledge of educational issues helpful. Proficient in use of word processing database and spreadsheet applications. Proven ability to manage projects independently, drive projects to successful completion, and produce events within budget. Ability to organize multiple projects and meet deadlines. Ability to implement continuous improvement processes.

Ability to compose and edit copy for publications, press releases and other materials.

Ability to demonstrate tact and diplomacy in working with various constituencies.

Ability to build consensus among many stakeholders.

Strong word processing, spreadsheet, database and presentation software skills.

Ability to implement continuous improvement processes.

Ability to foster collaborative relationships across the community to help meet the district's educational goals.

Ability to maintain and improve knowledge of subject area.

Ability to use excellent judgment.

Ability to coordinate external communication processes.

Knowledge of current trends in customer service.

Ability to foster collaborative relationships throughout the district and across the community to help meet the district's educational goals.

Ability to develop strategies and tactics to achieve department goals.

Bilingual/biliterate preferred.

Education, Experience and/or Certification/License Requirements

Graduation from an accredited college or university with a Bachelor's degree in Public Relations, Communications, Advertising or related field required. Minimum of three years' experience in Public Relations and special events required; five years' experience preferred.

Work Context:

Requires some sitting and standing, walking and moving about to coordinate work. Requires the use of alternative communication systems, such as electronic mail, telephones and computers. Requires coordination of work tasks to establish priorities, set goals and meet deadlines. Requires face-to-face discussions and contact with individuals and/or teams. Requires work with students, internal and external contacts, and with the public. May be called upon frequently to work outside of normal workday schedules.

Physical Environment:

Requires working indoors in environmentally controlled conditions. Requires sitting for the majority of the day, and the ability to lift, carry, move and/or position objects infrequently weighing up to 20 pounds.

Local Code: 10173
EEO5: 44
Approval Date: 2013-11-13
Date Last Revised: 2014-11-19

The School Board of Polk County, Florida, prohibits any and all forms of discrimination and harassment based on race, color, sex, religion, national origin, marital status, age, homelessness, or disability or other basis prohibited by law in any of its programs, services, activities or employment.