



VIRGINIA BEACH CITY PUBLIC SCHOOLS

CHARTING THE COURSE

COORDINATOR, PUBLIC RELATIONS

GENERAL RESPONSIBILITIES

Under the leadership of the Chief Communications and Community Engagement Officer, the Coordinator of Public Relations is responsible for developing and disseminating key messages to internal and external stakeholders about issues pertaining to the school division.

ESSENTIAL TASKS

(These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

- Develop and edit communications plans and multimedia presentations for internal clients.
- Provide media relations, crisis communications and issues management counsel to schools and departments.
- Write and disseminate news releases, media advisories and public announcements.
- Write feature stories and content for inclusion on division website, blog, and social media channels while keeping in touch with School Media Liaisons to ensure quality coverage division wide.
- Produce printed and digital materials including brochures, flyers and booklets.
- Oversee production of videos.
- Assist with communications research and facilitate focus groups.
- Assist with the development of and conduct training in communications/public relations/personnel development.
- Organize and/or assist with special projects and events including but not limited to school board recognitions and other initiatives implemented by the division.
- Serve as one of the spokespersons for the school division and respond to media and public requests for information.
- Write talking points and assist in creating presentations.
- Perform related work as required.

KNOWLEDGE, SKILLS AND ABILITIES

Must have a comprehensive knowledge of the principles, practices and procedures of public, community and media relations. Must have excellent oral and written communication skills; ability to conceptualize, initiate, monitor and evaluate new and/or current communication programs and outreaches; ability to leverage social media platforms as a communications tool; ability to establish and maintain effective working relationships with school officials, school administrators, teachers, staff and associates; and, the ability to work well under pressure handling regular and after-hours emergencies.

EDUCATION AND EXPERIENCE

Required: Bachelor's Degree in English, journalism, education, mass communications, or related subject. Must have considerable experience as a Public Relations Specialist.

Preferred: Master's Degree and training in crisis/emergency communications. Video production experience and strong storytelling skills are also beneficial.

PHYSICAL REQUIREMENTS

None

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential tasks.

SPECIAL REQUIREMENTS

Possession of a valid driver's license