

# Terrell I.S.D. Job Vacancy

*Terrell Independent School District is an Equal Opportunity Employer*

No person shall, on the basis of national origin, race, gender, creed, religion, age, or handicap, be excluded from participation in, be denied the benefit of, or subjected to discrimination in employment, or recruitment consideration, or selection for full or part-time professional positions in the Terrell Independent School District

In accordance with Terrell I.S.D. Board Policy DC (LOCAL) the following position is open:

<b>Job Title:</b>	Coordinator of Public Relations	<b>Wage/Hour Status:</b>	Exempt
<b>Reports to:</b>	Superintendent	<b>Pay Grade:</b>	3 (Admin. Pay Scale)
<b>Dept./School:</b>	Administration	<b>Start Date:</b>	2012-2013 School Year
<b>Contact Person:</b>	Stacey Ellis	<b>Work Days:</b>	226
	Executive Director of Human Resources and Student Services	<b>Date Posted:</b>	January 20, 2012
		<b>Deadline to Apply:</b>	Until Filled

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## Primary Purpose:

Promote positive public relations between the school district and community. Prepare and provide information to the public about the activities, goals, and policies of the school district. Distribute pertinent information about the district and its activities to employees.

## Qualifications:

### Education/Certification:

High School diploma or GED or  
Bachelor's degree preferred in English, journalism, communications, or a related field

### Special Knowledge/Skills:

Strong organizational, communication, and interpersonal skills  
Demonstrated skills in writing, editing, and public speaking  
Thorough knowledge of media relations and public relations functions  
Ability to implement policy and procedures  
Ability to interpret data  
Ability to use personal computer to design and produce district publications

### Experience:

Three years journalism or communications experience

## Major Responsibilities and Duties:

### Public and Community Relations

1. Direct and manage the district's public information activities.
2. Serve as the information liaison between the school system and the community.
3. Serve as district spokesperson and coordinate media coverage.
4. Prepare press releases and publish articles and photos in local media and other publications.

5. Help school personnel publicize and promote any performances, exhibitions, displays, or special programs sponsored by the schools.
6. Design, prepare, and edit district publications including newsletters, recruitment brochures, programs for special events, and other publications.
7. Serve as district representative on community committees as required.
8. Ensure that public information activities contribute to the attainment of district goals and objectives.
9. Maintain district press clipping files.
10. Keep informed of developing communication trends and techniques.
11. Speak at civic organization meetings and make presentations to classes.
12. Demonstrate awareness of district-community needs and initiate activities to meet those needs.

### **Policies, Reports, and Law**

13. Help the superintendent develop and publicize reports related to the performance of the district and articulate district goals and objectives.
14. Implement the policies established by federal and state law, State Board of Education rule, and local board policy in the public information area.

### **Budget**

15. Administer the public information budget and ensure that programs are cost effective and that funds are managed prudently.
16. Compile budgets and cost estimates based on documented program needs.

### **Personnel Management**

17. Develop training options and/or improvement plans to ensure exemplary operation of the public information function.

The foregoing statements describe the general purpose and responsibilities assigned to this job and are not an exhaustive list of all responsibilities and duties that may be assigned or skills that may be required.

### **Application Procedures**

#### **Please submit requested information to:**

Terrell ISD Human Resources Department  
Attention: Stacey Ellis, Executive Director of Human Resources  
and Student Services  
700 North Catherine Street  
Terrell, Texas 75160  
Office Number: 972-563-7504  
Fax: 972-551-5712  
[stacey.ellis@terrellisd.org](mailto:stacey.ellis@terrellisd.org)

- District Employees:**
1. Letter of interest addressing how your background and experience relate to the position's responsibilities and qualifications
  2. Updated Resume

- Outside Applicants:**
1. Letter of interest addressing how your background and experience relate to the position's responsibilities and qualifications
  2. Certificate(s)
  3. Resume
  4. Online Application [www.terrellisd.org](http://www.terrellisd.org) or go to [www.teacherjobnet.org](http://www.teacherjobnet.org)
  5. Transcripts
  6. Criminal History Form (download from website)
  7. 3 Reference Letters (download from website)
  8. After you have completed the online application please contact Rebecca Moss at 972-563-7504 ext. 3338 or email her at [rebecca.moss@terrellisd.org](mailto:rebecca.moss@terrellisd.org) to let her know which position you are applying for.

Terrell ISD has a strong commitment to the principle of diversity in all areas. In that spirit, we are particularly interested in receiving applications from a broad spectrum of people including men, women, ethnic minorities and individuals with disabilities.

