

CLARK COUNTY SCHOOL DISTRICT
Human Resources Division

COORDINATOR I – PUBLIC INFORMATION SPECIALIST

Reference Code: A534

Division: Community and Government Relations

Classification: Professional-Technical

Terms of Employment: Range 38 of the Unified Administrative Salary Schedule, 12 Months

FLSA STATUS: EXEMPT

POSITION SUMMARY: This position is assigned functions of the public information program within the Clark County School District and community. This position is directly responsible to the Director I, Communications Office.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

The list of Essential Duties and Responsibilities is not exhaustive and may be supplemented.

1. Gather information and prepare news releases, as assigned.
2. Maintain daily contact with media to promote school and District activities and to build positive media relations.
3. Interface with District employees, media, agencies, community, and the public to gather and provide internal and external communication.
4. Assist in the evaluation and development of information and materials for release to media; assist in holding news conferences.
5. Write, edit, and produce or supervise production of electronic and video communications.
6. Write, edit, and supervise production of publications, as assigned.
7. Develop designs and produce other promotional materials for internal and external distribution.
8. Utilize desktop publishing and apply layout and design concepts.
9. Estimate cost, timelines, and materials per assignment for budget purposes.
10. Assist District employees with media contacts and public relation consultations/presentations to facilitate communication of educational programs and activities.
11. Serve as official District spokesperson and liaison, as directed, to provide information and to promote educational programs or events, and to assist in emergency situations.
12. Conform to safety standards, as prescribed.
13. Perform other tasks related to the position, as assigned.

POSITION EXPECTATIONS:

1. Knowledge and skill regarding public information practices and journalistic procedures.
2. Ability to complete layout, design, and desktop publishing.
3. Ability to work with typesetters and printers.
4. Ability to make presentations to groups.
5. Ability to interpret and accurately apply written and oral instructions.
6. Ability to write and speak clearly and concisely.
7. Ability to recognize the sensitive nature of issues and to maintain confidentiality.
8. Ability to work independently.
9. Ability to meet predetermined deadlines.
10. Ability to work cooperatively with employees, parents, students, the public, and media.
11. Ability to recognize and report hazards and to apply safe work methods.

POSITION REQUIREMENTS:

Education and Training:

An earned bachelor's degree from an accredited college or university preferably in communication, public relations, English, or journalism/media, or in a related field or currently serving as a professional-technical employee with the Clark County School District.

Licenses and Certifications:

A valid driver's license that allows the applicant/employee to legally operate a motor vehicle in Nevada.

Experience:

1. Satisfactory service in corresponding or related positions, or five (5) years of successful supervisory experience related to the administrative position.
2. A minimum of two (2) years experience in coordinating public information programs and in writing, researching, and supervising the production of news releases and publications.

Preferred Qualifications:

Knowledge of desktop publishing, layout, and design concepts.

When applying for an administrative position, candidates must meet the minimum qualifications as listed on the appropriate position vacancy announcement.

Equal Employment Opportunity – Affirmative Action

The Clark County School District is an equal opportunity employer and will not knowingly discriminate in any area of employment. Those include discriminatory recruiting and hiring practices against any United States citizen or legal alien on the basis of race, color, creed, religion, sex, age, marital status, national or ethnic origin, or disability and shall extend to working conditions, training, promotion, and terms and conditions of employment.