**PUBLIC RELATIONS MANAGER**

* The manager is responsible for providing internal and external communication services to the board. These services include:
* Responsibility for the production of the bi-monthly internal newsletter, Board newsletter and other printed material such as newsletters, brochures/flyers, pamphlets and slide/tape and video presentations.
* Providing assistance and advice for principals and Education Center employees on media relations, visual displays, graphic design, print production, public relations, photography, and audio/visual production.
* Maintaining ongoing media relations including an up-to-date list of media organizations, contact with media members, coordinating media inquiries, requests for interviews, news conferences and the release of information via news release.
* Preparation of speeches, briefs and reports as required by the Chair and/or Director.
* Compilation and distribution of weekly news clippings service.
* Coordination of paid advertising, including print and electronic and transit shelter.
* Acting as liaison with community groups and organizations to disseminate information appropriate to their needs and cooperating on joint public relations ventures designed to promote public education.
* Production of promotional items such as pins, buttons, T-shirts, magnets, bookmarks, hats, etc.
* Representing the District on various metropolitan communications committees.
* Serving, where required, as a resource on trustee committees, i.e., House, Public Consultation, 25th Anniversary.
* Attending Board, Standing Committee, Executive Committee, and Director’s Council meetings.
* Assisting with special events such as Education Week and Award of Excellence.
* Other duties as assigned by the Director.