

PUTNAM COUNTY SCHOOL DISTRICT

Job Description

Job Title: Administrative Assistant, Inst. Media Services **Job Code:** 62011
Job Classification: 14 Other Professional Staff **EEO Line:** 43
Job Class Category: F Educational Support Personnel **Job Description Supplement Code:** 8
Reports to: Assistant/Area Superintendent **Salary Locator:** Support Salary 2
Instructional Media

SUMMARY:

To implement communications to employees and the public to increase public knowledge, awareness and appreciation of the district and school programs and recognitions; maintain positive publicity and media coverage.

QUALIFICATIONS:

- (1) Bachelor's Degree from an accredited university, Master's degree preferred
- (2) Valid Florida Educator's Certificate with required endorsements for subject and level assigned
- (3) Minimum five (5) years' experience in the field
- (4) Highly qualified as per NCLB guidelines
- (5) Satisfactory criminal background check

*Reasonable accommodations may be made to enable individuals with disabilities, who are otherwise qualified, to perform the essential functions.

KNOWLEDGE, SKILLS, COMPETENCIES AND ABILITIES: To perform the job successfully, an individual should demonstrate the competencies:

- (1) Ability to read and interpret documents such as policies and procedure manuals. Follow directions and apply common sense understanding to carry out instructions furnished in written, oral or diagram form.
- (2) To perform this job successfully, an individual should have knowledge of current Human Resources leave system and Skyward inventory system (if applicable).
- (3) Ability to utilize technology
- (4) Strong technical knowledge and skills in telecommunications
- (5) Ability to implement planned projected and use effective time management skills
- (6) Ability to use effective communications, community and public relations skills
- (7) Must possess excellent written and oral communication skills and interaction techniques
- (8) Competent in computer skills including, but not limited to, spreadsheets, document processing, and presentation software
- (9) Ability to use independent judgment and discretion

PERFORMANCE RESPONSIBILITIES:

- (1) Serve as a role model for students, dressing and grooming professionally, demonstrating the importance and relevance of learning, accepting responsibility, and demonstrating pride in your position.
- (2) Maintain positive, cooperative, and mutually supportive relationships with the administration and representatives of resource agencies within the community.
- (3) Maintain professional competence through in-service education activities provided by the school and/or in self-selected professional growth activities
- (4) Models the routine, intentional and effective use of technology in daily work, including communications, organization and management tasks
- (5) Provide technical expertise in development of video and broadcast projects.
- (6) Produce presentations to external and internal audiences for informational and promotional purposes, using audio, visual, Web based and other mediums, as suitable.
- (7) Support Instructional Media relations in composition of fact sheets, tips and releases.
- (8) Respond to the news Media if requested by administration
- (9) Generate story ideas from and about employees and student and compose for distribution and publicity purposes.
- (10) Coordinate submission of school stories to PCSD website
- (11) Cooperate with district administrators and other staff members, as appropriate, to publicize and promote performances, exhibitions, displays, dedications or special programs sponsored by the schools and open to the public.
- (12) Provide communication training assistance for school and district based administrators

- (13) Attend and report summary/highlights of school board meetings
- (14) Serve as liaison to community committees as assigned
- (15) Responsible for maintaining timely and accurate information and accountable for the quality of information provided for release
- (16) Responsible for keeping up to date on current technology being used by PCSD. With the support of the district, attend training to ensure skill level in various technologies is at the level required to perform in current position.
- (17) Perform all other non-instructional duties as assigned by department director or superintendent

PHYSICAL REQUIREMENTS:

Light Work: Exerting up to 20 pounds of force occasionally and/or up to 10 pounds of force frequently. Physical activity includes sitting, standing, walking, bending, reaching, lifting, finger dexterity, grasping, talking, hearing acuity and visual acuity. The worker is subject to both indoor and outdoor environments.

TERMS OF EMPLOYMENT:

Salary and benefits shall be paid consistent with the District's approved compensation plan. Length of the work year and hours of employment shall be those established by the District.

EVALUATION:

Performance of this job will be evaluated in accordance with provisions of the PCSD Board's policy on evaluation of personnel.

BOARD APPROVAL:

February 2005
Amended: July 15, 2014