



Date: 6/1/15

Job Title: **Public Relations & Executive Assistant to the District Administrator & Board of Education**

Term of Employment: Full time – calendar year position

Evaluation: Evaluation shall recur once every twelve (12) months. The evaluation shall be conducted by the Superintendent of Schools.

FLSA Status: Exempt

Department: Superintendents Office

Reports To: Superintendent of Schools

Summary

This position serves a dual purpose of Executive Assistant to the Superintendent and Communications and Public Relations for the School District.

- Provides complex and confidential executive administrative support to the Superintendent and her other direct reports.
- Manage the communication/public relations office serving as the central source of information for School District of Menomonee Falls.
- This full-time position reports to the District Administrator.

ESSENTIAL DUTIES AND RESPONSIBILITIES INCLUDE:

The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this position.

- Coordinates a variety of activities for the Superintendent (e.g. meetings, receptions, luncheons, workshops, travel/accommodations, etc.) for the purpose of ensuring availability of facilities and/or equipment and delivering services in conformance to established guidelines.
- Assist District Administrator in anticipating community concerns, media coverage and consulting the administration and Board of Education on probable public relations consequences relating to shifts in existing programs and policies.
- Develop and lead planned communication programs relating to major district/Board new initiatives, special events, and/or program changes.

- Manage the direction and content of the district web site: including the direction and content of school and department websites.
- Create, supervise and coordinate the preparation and printing of district publications, calendar, articles, brochures, maps and performance reports.
- Coordinate employee, student and community recognition programs.
- Research, develop, implement and evaluate a continuous marketing plan to support the district's mission, core values and goals.
- Develop and maintain programs to elicit feedback from various publics through surveys, questionnaires, focus groups, interviews, environmental scans and other appropriate methods.
- Attend evening Board meetings for the purpose of recording the minutes, coordinating materials distribution and/or supporting the needs of other attendees.
- Drafts and/or types Board of Education agendas, follow-up agendas, resolutions and reports; assembles agenda packets for Board and Committee meetings; ensures all information is accurate and complete; drafts and posts legal notices within mandated timeframes; drafts procedures and arranges for publication of legal notices; and monitors compliance of publications with legal requirements.
- Must be able to multi-task and handle multiple projects under tight deadlines
- Responds to a wide variety of calls, concerns and/or complaints for the purpose of resolving problems, providing information and/or referring to appropriate personnel.
- Serves as liaison to committees and/or organizations for the purpose of conveying and/or gathering information required for district operations.
- Other duties as assigned.

DESIRED MINIMUM QUALIFICATIONS (EXPERIENCE AND TRAINING):

- Bachelors Degree in Communications, Journalism, Public Relations or related field.
- Minimum of five years combined experience in communications or related field and/or Executive Assistant experience.
- Proficient use of current technologies including but not limited to advanced knowledge of MS Office Suite applications including MS Word, Excel, PowerPoint, etc.
- Excellent communications skills, written and verbal, and knowledge of various media.
- Ability to provide leadership in coordinating internal and external public information and public relations programs.
- The Assistant must be able to prioritize and communicate well with the Superintendent.
- Must be able to demonstrate ability to interact with all levels within the School District.
- Must have strong organizational, interpersonal, and communication skills.
- Experience with scheduling meeting arrangements, calendar maintenance, customer relations, and travel arrangements preferred.
- Must have knowledge of technical work processes and local, state and federal requirements applicable to areas of assigned responsibility; basic functions of School Districts, including the role of the Superintendent and elected Board of Education.
- Must be able to work independently as well as within a team.
- Experience in a school district setting is highly desirable.

PHYSICAL AND MENTAL DEMANDS

The physical and mental demands described here are representative of those that must be met by employees to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

PHYSICAL DEMANDS

While performing the duties of this job, employees are regularly required to sit, stoop, kneel, crouch, crawl, walk and stand; talk or hear, both in person and by telephone; use hands repetitively to finger, handle, feel or operate standard office equipment (fine finger dexterity); reach, carry, push and/or pull with hands and arms; and lift up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision and the ability to adjust focus. Generally the job requires 60% sitting, 25% walking, and 15% standing.

MENTAL DEMANDS

While performing the duties of this job, employees are regularly required to use written and oral communication skills; read and interpret data, information and documents; analyze and solve non-routine and complex office administrative problems; use math and mathematical reasoning; observe and interpret situations; learn and apply new information or skills; perform highly detailed work on multiple, concurrent tasks; work under intensive deadlines with frequent interruptions; and interact with School District staff, parents, students, the public and others encountered in the course of work, some of whom may be dissatisfied or abusive individuals.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Employees work under typical office conditions, and the noise level is usually quiet. The job is performed under minimal temperature variations.