



Longview Independent School District

JOB DESCRIPTION

COMMUNITY RELATIONS SPECIALIST

JOB TITLE:	Community Relations Specialist	WAGE/HOUR STATUS:	Exempt
REPORTS TO:	Assistant Superintendent, Human Resources and Community Relations	TERMS:	226 Days
DEPARTMENT:	Community Relations	PAY GRADE:	Administrative 3

PRIMARY PURPOSE:

Coordination of community resources available to Longview ISD; seek out, research, and utilize such resources in an effort to improve student achievement and improve parental involvement; resources include, but are not limited to, volunteers, the business and faith community, organizations, parents, and interested community members

QUALIFICATIONS:

Education/Certification:

Bachelor's degree required

Special Knowledge/Skills:

Knowledge of appropriate software

Experience:

Public relations and marketing skills required

Five years experience

MAJOR RESPONSIBILITIES AND DUTIES:

1. Coordinate volunteer activities district-wide (obtaining, training, and evaluating)
2. Coordinate collection and processing of required paperwork for volunteers, criminal history checks, etc.
3. Provide leadership and assistance with public relations
4. Direct special projects to improve community knowledge about the district



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MAJOR RESPONSIBILITIES AND DUTIES: (continued)

5. Coordinate GLOBE volunteer activities
6. Collate and maintain a list of current and past volunteers
7. Assist and promote the district's PTA program
8. Assist campus level administrators with the establishment and maintaining of effective volunteer programs
9. Conduct an annual evaluation of the volunteer program
10. Promote the district's volunteer program among local businesses, civic, and community organizations, and the community at large
11. Coordination of Adopt a School Partnership for LISD
12. Provide support and training for improved parent involvement district wide
13. Investigate effective programs in other districts to aid in growing the volunteer and parent involvement programs in LISD
14. Comply with district policies, as well as state and federal laws and regulations
15. Adhere to the district's safety policies and procedures
16. Maintain confidentiality in the conduct of district business
17. Must be able to perform the essential functions of walking and interacting with students and/or district employees in the specific work site assigned (classroom or office setting)
18. Demonstrate regular and prompt attendance
19. Other duties as assigned

SUPERVISORY RESPONSIBILITIES:

Designated paraprofessional employees as required



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EQUIPMENT USED:

Copier, personal computer and appropriate software, typewriter, printer, calculator, fax machine and audio-visual equipment

WORKING CONDITIONS:

Mental Demands:

Reading, ability to communicate effectively (verbal and written); maintain emotional control under stress; coordinate district-wide curriculum functions; interpret policy, procedures, and data

Physical Demands/Environmental Factors:

Frequent standing, walking, stooping, bending, kneeling, pulling, pushing, lifting, carrying; moving small stacks of textbooks, media equipment, desks, and other classroom equipment; repetitive hand motions; prolonged use of computer terminal possible; occasional district-wide travel; occasional state-wide travel; frequent prolonged and irregular hours; possible biological exposure to bacteria and communicable diseases; specific vision abilities required by this job include close vision, distance vision, peripheral vision, and the ability to adjust focus.

EVALUATION:

Performance of this job will be evaluated annually in accordance with provisions of the board's policy of evaluation of administrative personnel.

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. This job description is not an employment agreement or contract. The administration has the exclusive right to alter this job description at any time without notice.

Printed Name: _____

Signature: _____ Date: _____

ESTABLISHED/REVISED DATE: April, 2017