

Coordinator I, Public Information Specialist – Media Relations

Position Details

Job Code: U7400

Reference Code: A534

Division/Unit: Communications

Classification: Professional-Technical

Terms of Employment: [Step 38 of the Unified Administrative Salary Schedule, 12 Months](#)

FLSA STATUS: EXEMPT

Position Summary

This position functions as a unified employee and will perform assigned functions of the public information program within the Clark County School District and community. The person selected for this position is directly responsible to the Director, Media Relations Department, Communications Unit.

Essential Duties and Responsibilities

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

1. Gathers information and prepares news releases, as assigned.
2. Maintains daily contact with the media to promote school and District activities or respond to media inquiries.
3. Interfaces with District employees, the media, various agencies, the community, and the public to gather and provide internal and external communication.
4. Assists in the evaluation and recommendation of information for release to the media.
5. Writes, edits, and distributes news releases, publications, scripts, and other materials, as assigned.
6. Develops, designs, produces, and coordinates the production of promotional materials for internal and external distribution.

7. Estimates costs, timelines, and materials per assignment for budget purposes.
 8. Assists District employees with media contacts, media inquiries, and public relations consultations and presentations to facilitate the communication of educational programs and activities.
 9. Attends Clark County School Board of Trustees and other committee meetings, as assigned.
 10. Assists with media training for District employees.
 11. Provides information and promotes educational programs or events, as needed, and in emergency or crisis situations.
 12. Conforms to safety standards, as prescribed.
 13. Performs other duties related to the position, as assigned.
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Position Expectations

1. Knowledge of and skills related to public information practices and journalistic procedures.
 2. Ability to complete layout, design, and desktop publishing.
 3. Ability to work with outside vendors or consultants (i.e., printing companies, graphic designers, media/marketing firms, etc.).
 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 maintain confidentiality.
 8. Ability to work independently.
 9. Ability to meet predetermined deadlines.
 10. Ability to work cooperatively with employees, parents/guardians, students, the public, and media.
 11. Ability to recognize and report hazards and to apply safe work methods.
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Position Requirements

Education and Training

An earned bachelor's degree from an accredited college or university in Communications, Public Relations, Marketing, Journalism/Media, or 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 or state-issued identification card.

Experience

1. Satisfactory service in corresponding or related positions or five (5) years of successful supervisory experience related to the administrative position.
2. Experience in the coordination of public information or marketing programs.
3. Experience writing, researching, and/or supervising the production of news releases and publications.
4. Experience working directly with and responding to media outlets, on both the local and national level.

Preferred Qualifications

1. Bilingual; at a minimum, the ability to understand and to make one's self understood to all Spanish-speaking individuals.
2. Supervisory experience related to the position.
3. On-camera experience and/or experience as a spokesperson.
4. Video editing experience and/or experience with graphic design and layout.

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

AA/EOE Statement

The Clark County School District is proud to be an equal opportunity employer. The Clark County School District is committed to providing all applicants and employees equal employment opportunities without regard to race, color, religion, sex, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or military status or other characteristics protected by applicable law. Here at Clark County School District we are a diverse group of people who honor the differences that drive innovative solutions to meet the needs of our students and employees. We believe that through a culture of inclusivity we have the power to reflect the community we serve.

Job Revision Information

- ◆ Revised: 04/03/23
- Created: 12/18/08