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## COMMUNITY RELATIONS AND PUBLIC AFFAIRS REPRESENTATIVE

### **BASIC FUNCTION**

Under general direction, engage in open dialogue with community members to solicit and provide information; lead community and public affairs programs, projects and activities designed to inform and engage students, families, staff and community stakeholders; explore and develop opportunities for district and community collaborations.

### **REPRESENTATIVE DUTIES**

*The classification specification does not describe all duties performed by all incumbents within the class. This summary provides examples of typical tasks performed in this classification.*

- Establish and maintain relationships and collaborations with community stakeholders and partners; serve as a representative of the district to ensure the dissemination of accurate information at District and community events. “E”
- Manage communications for assigned community outreach projects and programs; raise awareness and visibility of initiatives, programs and informational campaigns to both internal and external stakeholders. “E”
- Create communication plans, compile and create print and digital media to promote district messages, initiatives, programs, events and activities to improve school and community relations; work with internal stakeholders to obtain accurate information and assist with appropriate and timely distribution of information to district committees, partners, staff, students, parents, caregivers and community stakeholders. “E”
- Coordinate community engagement meetings and attend community events on behalf of the District to keep stakeholders informed and promote public understanding and support of programs; work with district leaders regarding implementation of community engagement initiatives, providing updates and information deployment support. “E”
- Research, identify and pursue community outreach opportunities or collaborative initiatives to engage the community in district initiatives, programs, informational campaigns, events or activities; strategize best methods to promote and present information throughout general and targeted communities. “E”
- Maintain general knowledge of district programs and initiatives; respond to community inquiries or concerns. “E”
- Coordinate special events and lead communication projects, campaigns or initiatives concerning the school district; promote awareness surrounding district information or initiatives and share PPS accomplishments, needs and goals. “E”
- Collaborate with communications team members and internal project leaders to identify, proactively develop and promote opportunities that share district messages and positive events. “E”
- Research and monitor public opinion; participate in the conduct of public opinion research to develop and assess programs effectiveness and outcomes; develop communication channels and media reports in relation to a wide variety of District initiatives, programs and activities and report findings as directed. “E”
- Serve on district committees, participate on and lead district initiatives or partnerships as assigned. “E”

- Develop presentations; provide information around specific areas of focus to enhance family engagement, community partnerships, and positive District relationships throughout the community. “E”
- Demonstrate a commitment to the Portland Public Schools Equity Initiative by developing a thorough knowledge and application of the district Racial Educational Equity Policy, Equity in Public Purchasing and Contracting and other board policies; participate in staff development, in-services and trainings related to diversity, equity and inclusion in the workplace and in K – 12 education; model appropriate behaviors; develop, recommend, implement and communicate improvements to school and business practices with awareness and understanding of their impact in a racially and culturally diverse community. “E”
- Maintain knowledge of best practices and trends in education and education policy as well as on new and emergent communication technologies and their ability to support communication goals. “E”
- May provide work direction, guidance and/or supervision to students, interns and district staff, as assigned.
- May monitor department budgets as assigned.
- Perform related duties as assigned.

*Note: At the end of some of the duty statements there is an italicized “E”, which identifies essential duties required of the classification. This is strictly for use in compliance with the Americans with Disabilities Act.*

### **DISTINGUISHING CHARACTERISTICS OF THE CLASS**

The Community Relations and Public Affairs Representative is responsible for the development, facilitation, coordination and success of assigned district-wide programs, projects and campaigns involving community partners, students, families, district staff and other stakeholders. Employees in this classification identify, disseminate and synthesize information for district leadership to engage community members in a multitude of district-wide initiatives, programs and activities. Positions in this classification are highly visible throughout the PPS community and employees are highly skilled communicators who understand and communicate the multiple perspectives of the stakeholders they interact with and programs they serve.

### **EMPLOYMENT STANDARDS**

#### Knowledge of:

Current local, state and Federal issues, research and practices for education improvement initiatives related to Portland Public schools and K–12 public education.

The ethnic, cultural, geographic, and socio-economic diversity of the populations served by the District.

Interpersonal, written and oral communication skills including public speaking.

Qualities of political judgment, discretion and confidentiality in the highest degree.

Communications media, public relations principles and public speaking techniques and their most effective uses.

District organization, operations, policies and objectives.

Student learning and engagement strategies.

People and project management skills.

Elements of effective leadership.

The use and implementation of website layout, graphic design, social media and other developing communications media techniques.

Best practices for community engagement and public relations.

Word processing, database, spreadsheet and presentation software.

#### Ability to:

Develop communication plans, strong partnerships and effective communications strategies for multiple constituents to engage a diverse, multi-ethnic, multi-cultural and multilingual population.

Interpret, explain and apply a variety of complex laws, guidelines, initiatives, policies and procedures.

Communicate effectively both orally and in writing to broad and diverse audiences.

Research and organize complex information; report in clear, concise, accurate language.

Act judiciously under pressure.

Work on multiple projects at one time with constantly changing priorities and deadlines

Communicate a culture of equity that is student centered.  
Advocate, model, implement and communicate Portland Public School's Racial Educational Equity Initiative and board policies.  
Maintain confidentiality.  
Operate a variety of office machines, technologies and software.  
Lead, train, assign and monitor the work of others.

**Education and Training:**

A Bachelor's degree in public relations, communications, English or a related field is required.

**Experience:**

Three (3) years of experience in public or community relations or partnership building; Experience working in a large urban school district and or complex public organization in a richly diverse community is highly desirable.

Any other combination of education and experience that would likely provide the required knowledge and abilities may be considered.

**Special Requirements:**

Some positions in this classification may require the use of a personal automobile and possession of a valid driver's license.

Work hours will include frequent evening and weekend activities and meetings.

**WORKING CONDITIONS**

*The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Persons with certain disabilities may be capable of performing the essential duties of this class with or without reasonable accommodation, depending on the nature of the disability.*

**Work Environment:** Work is performed primarily in a standard office and throughout the local community.

**Hazards:** Potential conflict situations.

**Physical Demands:** Primary functions require sufficient physical ability and mobility to work in an office setting and travel throughout the local community; dexterity of hands and fingers to operate a computer keyboard and other office equipment; sitting or standing for extended periods of time; kneeling, bending at the waist, reaching overhead, above the shoulders and horizontally to retrieve and store files and supplies; lifting, pushing, pulling and carrying office equipment, supplies and materials weighing up to 25 pounds; repetitive hand movement and fine coordination to use a computer keyboard; hearing and speaking to exchange information in person or on the telephone; seeing to read, prepare and assure the accuracy of documents.

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FLSA: Non-Exempt  
Bargaining Unit: NA  
Salary Grade: 28

Approval Date: December 6, 2016

*Portland Public Schools recognizes the diversity and worth of all individuals and groups and their roles in society. The District is committed to equal opportunity and nondiscrimination in all its educational and employment activities. The District prohibits discrimination based on race; national or ethnic origin; color; sex; religion; age; sexual orientation; gender expression or identity; pregnancy; marital status; familial status; economic status or source of income; mental or physical disability or perceived disability; or military service.*  
*Board of Education Policy 1.80.020-P*