

**RIPON AREA SCHOOL DISTRICT
Job Description**

- Department: Office of the Superintendent
- Job Title: Public Relations Specialist and Executive Assistant to the Superintendent
- Qualifications: Education: Bachelor's degree required; a degree in Communications, Journalism, Public Relations, or a related field is preferred.
- Experience: 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 Google, MS Office Suite applications, including MS Word, Excel, PowerPoint, etc., and Adobe products, website management, social media management, and associated analytics. Excellent communication skills, written and verbal, and knowledge of various media.
- Other requirements: 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 the ability to interact with all levels within the School District. Must have strong organizational, interpersonal, and communication skills. Must be able to work independently as well as within a team.
- Experience with scheduling meeting arrangements, calendar maintenance, customer relations, and travel arrangements preferred. Must know 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.
- Reports to: Superintendent of Schools
- Job Goals: Provides complex and confidential executive administrative support to the Superintendent and their other direct reports. Manage the communication/ public relations office serving as the central source of information for Ripon Area School District.
- Essential Job Functions/Responsibilities:
1. 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.
 2. Act as Clerk to assist the Board of Education.
 3. Assists interested school board candidates and coordinates information and required notices for school board elections. Manages all aspects of school board elections as defined by the Election Schedule and associated legal requirements.

4. Assist the Superintendent 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.
5. Assist the Superintendent with open records requests.
6. Develop and lead planned communication programs relating to major district/Board new initiatives, special events, and/or program changes.
7. Responds to marketing needs as requested by the Superintendent by designing items such as Annual Report, quarterly newsletters, monthly parent communication, referendum materials, postcards, and open enrollment pieces.
8. Manage the direction and content of the Ripon Area School District web site-
9. Create, supervise and coordinate the preparation and printing of district publications, calendar, articles, brochures, maps and performance reports.
10. Manages the Communications Department Youth Apprentice.
11. Assists the Superintendent and Payroll & Benefits Manager with staff onboarding, including the creation of teacher contracts, maintaining personnel files and employee health files.
12. Coordinate employee, student and community recognition programs.
13. Research, develop, implement and evaluate a continuous marketing plan to support the district's mission, core values and goals.
14. Develop and maintain programs to elicit feedback from various publics through surveys, questionnaires, focus groups, interviews, environmental scans and other appropriate methods.
15. Attend evening Board meetings for the purpose of recording the minutes, coordinating materials distribution and/or supporting the needs of other attendees.
16. 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.
17. Must be able to multitask and handle multiple projects under tight deadlines
18. 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.
19. Serves as liaison to committees and/or organizations for the purpose of conveying and/or gathering information required for district operations.
20. Maintains confidentiality of all information concerning students, staff or parent/guardian in any public setting and chooses the appropriate time, place and supervisor to discuss problems.
21. Communicates a warm, caring and respectful atmosphere to visitors, staff and community members that focuses on quality customer service.
22. Serves as a positive role model for students in how to conduct themselves as citizens and as responsible, intelligent human beings.
23. Will remain free of any alcohol or illegal substance in the workplace in compliance with Policy 3122 throughout his/her employment in the District.
24. Performs other duties as assigned by the Superintendent.

Terms of Employment:	The term of employment for the Public Relations Specialist and Executive Assistant to the Superintendent shall be July 1 to June 30 of each year, or as otherwise decided by the Board of Education in accordance with applicable Wisconsin law.
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Evaluation: Following successful probation, evaluation shall recur once every twelve (12) months in accordance with provisions of the Board of Education policy on manager personnel.

I read and understand this job description and can fulfill the essential functions listed.

Signature _____ Date_____

Print Name _____

PHYSICAL DEMAND ADDENDUM
Public Relations & Executive Assistant

PHYSICAL DEMANDS

Walking.....	Frequently
Sitting/Standing.....	Frequently
Climbing.....	Occasionally
Crawling/Kneeling.....	Occasionally
Bending/Stooping/Crouching.....	Frequently
Twisting/Turning movement	Frequently
Reaching.....	Occasionally at/above shoulder height
Pulling/Pushing.....	Occasionally 10 pounds or more
Lifting.....	Occasionally 10 pounds or more
Carrying.....	Occasionally 10 pounds or more

Communication with students, staff, and the community; hearing must be within the range of normal human conversation. Visual acuity to prepare and read reports Verbal communication skills for interacting with students, families, staff, and the general public Computer input and filing; manual dexterity for operating standard office equipment

Work Environment: Subject to constant interruptions Fast-paced environment High level of activity. May be exposed to infectious disease.

This description is intended to indicate the kinds of tasks and levels of work difficulty that will be required of positions that will be given this title and shall not be construed as declaring what the specific duties and responsibilities of any particular position shall be. It is not intended to limit or in any way modify the right of any supervisor to assign, direct and control the work of employees under supervision. The use of a particular expression or illustration describing duties shall not be held to exclude other duties not mentioned that are of similar kind of difficulty.

I have read and understand this physical demand addendum and can fulfill the essential functions as listed.

Signature

Date