



AN EQUAL OPPORTUNITY EMPLOYER

Harford County Public Schools
Human Resources Office
102 S. Hickory Avenue, Bel Air, Maryland 21014
Telephone 410-588-5238

**PERSONNEL
VACANCY**

**PLEASE POST
PUBLIC RELATIONS SPECIALIST**

LOCATION:

Central Office – Communications Office

**POSITION
SUMMARY:**

To provide assistance to the HCPS Communications Office in fulfilling its responsibilities of public relations, graphic design, and other communication efforts.

**ESSENTIAL
FUNCTIONS
INCLUDE:**

These are intended only as examples of the various types of job duties to be performed. The omission of specific duties does not exclude them from the position if the work is a similar, related, or logical assignment to the position.

- ▶ Assists the Manager of Communications in coordinating the design and printing of system-wide publications used to reach audiences including the public, HCPS personnel, and students regarding programs and services.
- ▶ Serves as web content liaison; provides support and guidance to schools and offices when posting materials to internal and external system sites.
- ▶ Serves as system administrator for the telephone and email notification systems.
- ▶ Provides school personnel with counseling and training related to the communications of public and community relations efforts within their school communities.
- ▶ Provides schools and other departments with technical assistance on graphic design and formatting of materials.
- ▶ Serves as facilitator of the Teacher of the Year Program in conjunction with the Communications Office secretary.
- ▶ Coordinates, prepares, and distributes system-wide publications, including, but not limited to the Inside Track newsletter, Direct Connect electronic newsletter, Annual Report, Parent/Student Handbook Calendar, and other system-wide brochures and calendars.
- ▶ Creates and implements promotional campaigns providing information about the Harford County Public Schools for fairs, festivals, and other public events.
- ▶ Serves as liaison to the Harford Chamber of commerce and other organizations.
- ▶ Assists in the proofing of all publications of the Communications Office.
- ▶ Supervises the Central Office mailroom to ensure effective function.
- ▶ Assists in preparation of activities including the United Way Campaign, recognition ceremonies and other events as needed.
- ▶ Receives and responds to inquiries from the public and media seeking information by telephone, email, or in person.
- ▶ Performs other work-related duties as assigned.

SALARY:

Grade 12 of the Salary Schedule for 12 month AFSCME Employees (\$46,815)

REQUIREMENTS:

- ▶ Bachelor's degree from an accredited college or university in marketing, public relations, or a related field.
- ▶ One to two years of related experience in media relations and/or communications.
- ▶ Experience in making oral presentations to a variety of audiences.
- ▶ Experience in internal/external communications or public relations.
- ▶ Proficient in the use of Adobe InDesign, Quark, and other desktop publishing programs.
- ▶ Demonstrated proficiency in Microsoft Suite software programs.
- ▶ Able to establish and maintain effective working relations with HCPS personnel and the general public.
- ▶ Knowledge of school system reports, procedures, and processes.

- ▶ Proficient in the use of current technology, including graphic design and publication/print software.
- ▶ Skilled in utilizing internet resources.
- ▶ Excellent oral and written communication skills.
- ▶ Highly organized with the ability to meet deadlines, prioritize, and work independently on assignments.

DEADLINE:

Applications must be returned to the Human Resources Office no later than Wednesday, September 8, 2010. A resume will not be accepted in lieu of an application.

APPLICATIONS:

Applications are available on-line at www.hcps.org or may be obtained at any Harford County Public Schools location or the Human Resources Office.

The Harford County Public School System does not discriminate on the basis of race, color, sex, age, national origin, religion, sexual orientation, marital status, genetic identification, political affiliation, or disability in matters affecting employment or in providing access to programs for employees. Inquiries related to the policies of the Board of Education of Harford County should be directed to the Manager of Communications, 410-588-5203.

August 26, 2010