

**TRUSSVILLE CITY SCHOOLS**  
**Job Description**

**POSITION TITLE:** Community Relations Coordinator

**QUALIFICATIONS:** B.S. or B.A. Degree preferably in Mass Communications or Human Relations

**JOB GOAL:** To work effectively to provide positive community relations for the Trussville City Schools System.

**REPORTS TO:** Superintendent

**EVALUATION:** Trussville City Board of Education Personnel Evaluation Plan

**PERFORMANCE RESPONSIBILITIES:**

1. Plan and conduct a public relations program designed to create and maintain positive public image for Trussville City Schools.
2. Plan and direct development and communication of information designed to keep the public informed of school programs, and accomplishments.
3. Promote goodwill through such publicity efforts as recruiting, speeches, exhibits, motivational speaking, presentations, tours, and question/answer sessions.
4. Develop and work with high visibility with Central Office staff and schools to prepare system wide newsletters, community newsletters, fact sheets, news releases, and photographs.
5. Arrange for and conduct public-contact programs designed to meet the diverse needs of the community, charitable organizations, and schools.
6. Communicate and coordinate with the Trussville City Schools' Foundation.
7. Represent Trussville City Schools during community projects and at educational, public, social, and business gatherings.
8. Research data, create ideas, and work as part of the TCS team to ensure equity among all TCS schools.
9. Work in conjunction with schools to develop special projects for public awareness and cultural diversity.
10. Exhibit positive human relations skills and impeccable character.

11. Demonstrates proficiency and extrovert characteristics in written and oral communication and on HT TV as needed.
12. Adheres to school system rules, administrative procedures, local board policy, and state and federal rules and regulations.
13. Participates in ongoing personal professional learning opportunities and demonstrates professional ethics and leadership.
14. Demonstrates a high degree of professionalism and ethics, working cooperatively with the Board, the Superintendent, administrators, certificated and non-certificated personnel, parents, and students.
15. Advises superintendent on perceived areas of need.
16. Mentor students/families as assigned.
17. Performs other duties as assigned by the Superintendent.

Board Approved: November 7, 2005

Amended: April 21, 2014