



# MIDLAKES DISTRICT OFFICE

**PHELPS CLIFTON SPRINGS CENTRAL SCHOOL DISTRICT**

1490 State Route 488 Clifton Springs, NY 14432

## ANTICIPATED - JOB POSTING

**POSTING DATE:** October 1, 2024  
**POSITION:** Public Relations Officer  
**SALARY:** Starting at \$50,000.00 per year  
**EFFECTIVE DATE:** November 15, 2024

**CLASSIFICATION REQUIREMENTS:**

- Possession of a Bachelor's degree or higher and one (1) year of full-time paid work experience or its part-time equivalent, in public relations work or in a position writing, editing, or designing publications;
- Knowledge of publicity principles and methods;
- Ability to use a personal computer and common office software;
- Proficient with various photography and computer programs used in publishing;
- Ability to work effectively with colleagues with successful experience in working as part of a team;
- Ability to establish and maintain a good rapport with members of the press, television, radio, and other publicity media;
- Excellent verbal and written communication skills;
- Possess a high degree of initiative and resourcefulness; able to operate with minimal supervision.

**GENERAL JOB DESCRIPTION:**

- Prepare written communications for public relations publications and press releases;
- Utilize various computer programs for incorporating photographs and drawings into publications;
- Plan public events on behalf of the Superintendent of Schools, Board of Education, and other school administrators;
- Produce video and still photographs utilizing digital and other photographic technology;
- Produce computerized presentations for the Superintendent of Schools or other administrators using all features of PowerPoint and other related software;
- Write, compose, lay-out and arrange for publication of school district newsletters and other publications;
- Provide expert advice on public and community relations to the Superintendent of Schools;
- Assist with crisis management and negative news communications;
- Update the school district's web site, including loading of digital photographs and graphics;
- Provide print specifications to printing companies and negotiates publication prices;
- Participate in administrative meeting and Board of Education meetings, as needed;
- Gather and track demographic and confidential data as needed and requested by the Superintendent and school district officials;

- Prepare meeting spaces for numerous district/building functions, providing audio, visual, and computer services for such events;
- Attend a variety of school district academic and athletic events, whether scheduled in the early morning, during the school day, in the evening, or on weekends, to obtain photographs, video and information for school publications.
- Perform other duties as assigned by the Superintendent.

**APPLICATION  
PROCEDURE:**

Complete a Phelps Clifton Springs CSD application via the [Job Board](#)

**APPLICATION  
DEADLINE:**

October 15, 2024

The classification requirements and general job description are presented herein only for illustrative purposes and do not reflect the entirety of the classification requirements and job description required for the position.

The Phelps-Clifton Springs Central School District does not discriminate on the basis of race, color, national origin, sex, disability, or age in its programs, activities, employment, and admissions; and provides equal access to the Boy Scouts and other designated youth groups. The following person has been designated to handle inquiries regarding the nondiscrimination policies: Jeffrey Hamelinck, compliance officer/coordinator, at [jhamelinck@midlakes.org](mailto:jhamelinck@midlakes.org). Mr. Hamelinck can also be reached at 315-548-6475 or via mail at the District Office: 1495 State Route 488, Clifton Springs, New York, 14432. Inquiries concerning the application of the Phelps-Clifton Springs Central School District non-discrimination policies may also be referred to the U.S. Department of Education, Office for Civil Rights (OCR), 32 Old Slip, 26th Floor, New York, NY 10005, telephone (646) 428-3800 (voice) or (800) 877-8339 (TTY).