

# ST. MARY'S COUNTY PUBLIC SCHOOLS CERTIFICATED POSITION DESCRIPTION

## BOARD OF EDUCATION/COMMUNITY LIAISON

POSITION: Board of Education/Community Liaison

REPORTS TO: Superintendent of Schools

LOCATION: Office of the Superintendent

### NATURE OF WORK:

This is a highly skilled position required to perform work of a highly confidential nature. This employee performs highly diverse duties of considerable difficulty, typically works independently, and assumes a joint responsibility for drafting responses to members of the community who submit questions to the Superintendent's office and/or the Board of Education. This individual will communicate to the community at large and to individuals who make inquiries to the Board of Education and the Superintendent's office to support their understanding of the St. Mary's County Public Schools (SMCPS) mission and vision for all students, staff, and stakeholders. This position will create clear and concise communications between SMCPS, the general public, and to individuals. The liaison will promote a positive public image with statements released to the community, and to individuals while being completely accurate and adhering to official policies and procedures. This position requires a high level of discretion, judgment, and the ability to maintain absolute security regarding confidential issues. This position also provides support to the Board of Education with regards to regularly scheduled meetings, as well as coordinating with Board members regarding their attendance at various meetings and events. The work is performed under the general supervision of the Superintendent of Schools or their designee.

### ESSENTIAL FUNCTIONS:

- Operates under a communication plan which serves as a systematic guideline for all schools, departments, and Board of Education;
- Serves as the liaison between the school system (including the Board of Education) and the community to ensure dissemination of correct information and to convey messages via press releases, public service announcements, board meetings, brochures, newsletters, etc.;
- Coordinates the Superintendent of Schools' major communication vehicles (newsletters, website, etc.);
- Works with the Superintendent of Schools, Board of Education, and school administrators/staff to create ongoing publicity of programs and events;
- Attends Board meetings, hearings, executive work sessions, and retreats which may require flexible work schedules to accommodate evening Board meetings;
- Coordinates with the Office of Strategic Planning and the Chief Strategic Office to focus on increasing the visibility and awareness of the school system through various media outlets and amongst foundations, corporate donors, and community organizations who have financial and other resources to contribute to SMCPS;
- Receives, screens, and responds to all communications to the Board of Education and the Superintendent's office;
- Composes and proofreads all letters, memoranda, instructions or other transmittals for the BOE and the Superintendent's office;
- Compiles and maintains a variety of confidential records and information;
- Prepares and processes agendas and materials for Board of Education meetings;
- Coordinates travel and budget information for the BOE;
- Answers telephone, and various inquiries from students, parents/guardians, staff, and the community;

- Collaborates with Board Members to plan and prepare for their presence at various meetings, events, and conferences, which may include securing travel arrangements;
- Coordinates and communicates with various departments and schools;
- Establishes procedures and maintains responsibility for filling Maryland Public Information Act (MPIA) requests which involves analyzing and retrieving documentation for photocopying and dissemination to requestors;
- Ensures Maryland Public Information Requests (MPIA) are responded to within the set timeframe, and that SMCPs meets target deadlines responding to MPIA requests;
- Prepares and maintains electronic docketing and management of requests for proactive disclosure of MPIA requests;
- Receives, docket, interprets, and applies the MPIA law, assessing reasonable fees for copies and sending appropriate documents within the allotted timeframe as outlined in policy;
- Meets and/or converses with Chief Counsel to discuss legalities of MPIA requests;
- Effectively utilizes independent judgment and discretion when performing work duties;
- Demonstrates excellent human relations skills; and
- Reports to work daily and on time.

#### DUTIES AND RESPONSIBILITIES:

- Works closely with the Office of Strategic Planning and Communications to deliver system communications, publications, events, and reports;
- Assists with producing and distributing informational material designed for the general public and staff, such as the school system report card, annual reports, newsletters, brochures, and the like;
- Drafts and sends approved news releases about school system and Board activities to the various news media;
- Promotes the activities and accomplishments of students and staff throughout SMCPs;
- Assists with coordinating public or special events;
- Creates multimedia materials for public information purposes;
- Designs layouts for school system publications, forms, and other printed matter;
- Responds to requests for information about the school system in a timely manner;
- Serves as information liaison between schools and the community;
- Contributes to SMCPs newsletters;
- Receives, screens, and responds to all communications to the Board of Education and the Superintendent's office through concern tickets, BOE communications, and the Vector system (for example);
- Drafts and proofreads all letters, memoranda, instructions, or other transmittals for the BOE and the Superintendent's office;
- Answers telephone, and various inquiries from students, parents, staff, and the community;
- Coordinates and communicates with various departments and schools;
- Maintains a filing system representative of the Board of Education;
- Maintains and updates the Board of Education calendar;
- Makes arrangements for conferences (reservations, transportation, meeting accommodations, etc.) and assembles materials in preparation for such meetings;
- Keeps informed of and maintains files of all legal procedures pertaining to the school system;
- Keeps informed of county, state, and federal policies affecting the school system;
- Uses technology efficiently to complete work;
- Communicates with other departments and schools; and
- Performs other duties as assigned.

#### QUALIFICATIONS:

- Degree in journalism, public relations, communications, or English preferred;
- Minimum of five (5) years of school-system secretarial experience required;
- Minimum of five (5) years of experience responding to general school-system inquiries from parents/guardians, community members, staff, etc., required;
- Possession of outstanding human relations and interpersonal communications skills;

- Passing score on a proficiency exam conducted by SMCPs (applicants must establish proficiency prior to accepting employment); and
- Thorough working knowledge of the programs, policies, and procedures of the St. Mary's County Public Schools

**TERM OF EMPLOYMENT:**

Full-time twelve-month position.

**SALARY GRADE RANGE:**

The salary for this EXEMPT position will be based on the EASMC-ESP salary schedule for twelve-month, seven-hour employees - Range 32.

**BARGAINING UNIT ELIGIBILITY:** EASMC-ESP *(This position will be classified as confidential exempt due to accessibility to the Board's posture in negotiations.)*