

MONTANA SCHOOL *for the Deaf & the Blind*

3911 CENTRAL AVENUE
Great Falls, Montana 59405
406.771.6000
406.771.6164 FAX
406.205.0016
VIDEOPHONE
www.msdbmustangs.org

DEPARTMENT:	Administration
JOB TITLE:	Public Relations Specialist
SUPERVISOR:	Superintendent
STARTING SALARY:	\$26.60-29.93 DOE
START DATE:	After Fingerprints and TB Test Completed
LOCATION OF JOB:	Montana School for the Deaf and the Blind, Great Falls MT
STATUS:	Full-Time
POSITION NUMBER:	51303114
BARGAINING UNIT:	None
CLOSING DATE:	Open Until Filled

JOB OVERVIEW:

The Montana School for the Deaf and the Blind seeks an Public Relations Specialist to serve as the main line of communication and contact for school staff, students and parents, members of the public, and vendors. Position has the responsibility in making sure that the school has up-to-date information on both internal and external communication platforms. The hours for this position are 5:30 AM - 2:00 PM Monday through Friday.

Work for the state you Love to Live in. Your paycheck is just part of a total compensation package. Eligible employees have access to competitive, innovative benefits packages at an affordable cost. All beginning on your first day of employment. Highlights of our innovative benefit package include:

- Access to No Cost health centers
- **Low-cost** Medical, Dental and Vision insurance
- Retirement plan with employer
- Vacation days
- Sick days each year per MCA 2-18-618
- One Floating Holiday per Year
- Flexible Spending Accounts
- Employee Assistance Program
- Wellness Programs
- One free meal per shift

Essential Duties or Responsibilities:

Communication Preparation Activities (30%)

- Develop a comprehensive communication plan for the schools overall public information and outreach efforts. This can include influencing others to join the mission and vision of the school.
- Interpret and apply laws, rules, regulations, and policies for public-relations operations, including student and staff privacy at the forefront. Understands FERPA and what it means to the school.
- Prepare factual, compelling presentations to support the interest, goals, and strategic plans of the school.
- Prepare information to be given at legislative committee meetings, Board of Public Education meetings, and other public groups interested in MSDB.

Communication Routines (40%)

- Develop, edit, and promote informational materials about school activities and programs on a wide variety of mediums.

- Release informational materials through various communication methods, such as press releases, websites, and social media.
- Establish and maintain cooperative relationships with people outside the school that can assist with promoting the good work at MSDB.
- On occasion, represent the school to internal and external community groups, such as other state agencies, media, public, or groups that have an interest in the school mission and vision.
- Work with the superintendent to respond to requests for information.
- Update school websites with exciting news, image enhancements, promotional and informational materials.
- Work to ensure effective and consistent messaging in all areas of communication.

Education Office Manager (25%)

- Serves as one of the first points of contact for the school when working with the public. This includes greeting visitors as they enter the building, assisting visitors/volunteers with sign in; greeting stakeholders that call MSDB during the school day on the phone professionally.
- Makes parent and caregiver communication a priority over all other duties. Secretary is accountable for knowing individual student circumstances such as attendance, bussing, and changes in schedule.
- Records and prepares log of all staff leave hours to be used bimonthly for pay periods along with managing the staff leave request Google Calendar. Assists with printing, collating, and verifying timesheet information each pay period.
- Manages the Staff Attendance Google Sheet. Schedules substitutes based on leave requests related to personal, medical, and school related (ER/IEP meetings, Assessments, etc.) absences.
- Communicates schedules with paraprofessionals and substitutes by 7AM every morning via text messages. Coordinates changes in schedules when unexpected absences/needs occur throughout the day.
- Coordinates van runs with the high school schedule and communicates with individual drivers. Also drives students to the high school when necessary.
- Ensures that the main education office is professional and inviting to everyone that comes into the school. This can include; making sure the office is clean and clear of piles, the main entrance and office look inviting, and makes sure that the office reflects the beliefs of the school. This includes using ASL anytime a deaf/hard of hearing person enters the office area.
- Knows and understands school policy and procedures adopted by The Board of Public Education.

Other Duties as Assigned (5%)

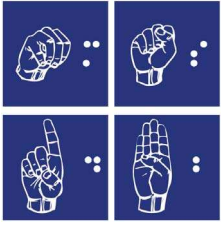
Physical and Environmental Demands:

Some travel may be required with some overnight stays. The work performed in a typical setting at MSDB involves mostly sedentary to light physical activity, typically requiring occasional exertion of up to 20 lbs. of force and walking or standing to a significant degree. The employee may need to climb stairs, bend, stoop, reach, and handle objects. The employee may occasionally lift and/or move up to 50 lbs. The person in this position may work in multiple buildings across campus and must be able to travel independently between buildings.

This position may require some time engaging in signing which has been known to lead to repetitive motion injuries such as carpal tunnel.

Knowledge, Skills and Abilities:

- In-depth knowledge of the web based computer applications
- Working knowledge of social media platforms including Facebook, Instagram, X, and others.
- Proficient with office equipment including multi-line telephone systems
- Experience with using technology programs to create reports, documents
- Ability to research, learn, understand, and correctly apply policies and procedures; evaluate information and determine appropriate action
- Understanding of records management and laws pertaining to student records
- Able to schedule and manage calendars
- Organized, detail oriented, self-motivated, and time management skills
- Ability to recognize and maintain confidentiality including proper release of information
- Ability to establish and maintain professional working relationships



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- Effective interpersonal skills, teamwork, and customer service skills.
- Has the ability and desire to learn American Sign Language!

Minimum qualifications (Education and Experience):

- High School Diploma or GED
- Experience Work on Projects from beginning to end
- Experience With Social Media and other Communication Methods

All applicants will be considered but the following is preferred:

- Bachelors' Degree with a major in public relations, communications, marketing, or journalism.
- Two years of directly related experience.
- Other combinations can be considered.
- Preferred experience providing support to executive staff.

ACCOMMODATIONS: The State of Montana and the Montana School for the Deaf and the Blind makes reasonable accommodations for any known disability that may interfere with an applicant's ability to compete in the recruitment and selection process. For the school to consider any such accommodations, the applicant must notify the school in writing of any needed accommodation by the application deadline.

IMMIGRATION REFORM AND CONTROL ACT: In accordance with the Immigration Reform and Control Act, the person selected must produce within three (3) days of hire, documentation that he/she is authorized to work in the United States. Examples of such documentation include a birth certificate or social security card along with a driver's license or other picture I.D., a United States passport or a green card.

ADDITIONAL REQUIREMENTS: All successful candidates must submit to a background check, which includes a criminal record review, and must not possess any felony or DUI convictions. Additionally, an "Applicant Release Form" must be completed and signed as part of the application.

The successful candidate must have the ability to learn basic sign language skills to communicate with deaf staff and students.

PROBATIONARY PERIOD: All employees shall serve a probationary period of one year (see A.R.M. Section 2.21.3808(2)).Policy 5123

APPLICATION AND SELECTION PROCESS: Selection procedures to be used in evaluating applicant's qualifications include an evaluation of the Montana State Application form, structured interview, and reference checks. Incomplete or unsigned application forms may not be considered.

INQUIRIES: Montana School for the Deaf and the Blind
3911 Central Ave
Great Falls, MT 59405
406-771-6000

APPLICATION: <https://statecareers.mt.gov> An Affirmative Action/Equal Opportunity Employer

The Montana School for the Deaf and the Blind is an Affirmative Action/Equal Opportunity Employer (EOE). MSDB will not discriminate in its educational programs, activities, or employment practices, based on race, color, national origin, sex, pregnancy, childbirth or medical conditions related to pregnancy or childbirth, disability, age, political or religious affiliation or ideas, culture, creed, ancestry, social origin or condition, genetic information, sexual orientation, gender

identity or expression, military service or veteran status, marital status. Announcement of this policy is in accordance with state and federal laws, including Title IX of the Education Amendments of 1972, Sections 503 and 504 of the Rehabilitation Act of 1973, and the Americans with Disabilities Act of 1990. Employees and participants who have an inquiry or complaint of harassment or discrimination, or who need information about accommodations for persons with disabilities, should contact the Affirmative Action Officer, Montana School for the Deaf and the Blind, 3911 Central Avenue, Great Falls, Montana 59405. Phone (406) 771-6000