



CARMAN-AINSWORTH COMMUNITY SCHOOLS

G-3475 W. Court Street • Flint, Michigan 48532 • Phone: (810) 591-3700 • Fax: (810) 591-3323

Vacancy Notice

For full consideration, all interested and qualified candidates should apply by sending in a resume via email to kdekoski@carmanainsworth.org or by mail to Human Resources, Carman-Ainsworth Community Schools, G-3475 W. Court Street, Flint, MI 48532, no later than 4 p.m. on Friday, May 22, 2026.

PUBLIC RELATIONS SPECIALIST

REPORTS TO

Superintendent

SUPERVISES

N/A

JOB PURPOSE AND FOCUS

The Public Relations Specialist supports the district's communication efforts by sharing clear and consistent messages. This role highlights student and staff experiences, promotes district initiatives, and ensures communication is transparent and timely, helping to build understanding and trust with families and the community.

ESSENTIAL QUALIFICATIONS AND REQUIREMENTS

- Minimum of an Associate's degree required; Bachelor's degree in Communications, Public Relations, Marketing, Journalism, or a related field preferred.
- Demonstrated experience in public relations, communications, or marketing
- Strong writing, editing, and storytelling skills across multiple platforms.
- Experience managing social media accounts and creating digital content (photo, video, and graphic design).
- Ability to build positive relationships with diverse stakeholders, including students, staff, families, and community members.
- Strong organizational skills with the ability to manage multiple projects and deadlines.
- Knowledge of branding, media relations, and strategic communication practices.
- Ability to handle sensitive information with professionalism and confidentiality.

ESSENTIAL FUNCTIONS AND REPRESENTATIVE DUTIES

- Develop and implement a communications plan focused on promoting a positive and accurate image of the district.
- Identify and share stories that highlight student achievement, staff contributions, and district progress.
- Ensure messaging is clear, consistent, and aligned across all platforms.
- Create content including articles, newsletters, social media posts, photos, and videos that reflect district experiences.

- Maintain the district's brand identity with consistency and professionalism.
- Support with the management of the district website and social media platforms.
- Build relationships with students, staff, families, and community members to elevate authentic experiences.
- Increase awareness of district events, programs, and initiatives.
- Collaborate with building leaders to ensure each school is represented.
- Serve as the district's primary contact for media inquiries.
- Write and distribute press releases and share district stories with local media.
- Monitor media coverage and support efforts to expand visibility.
- Support clear and consistent communication with staff.
- Assist building and district leaders in communicating key information.
- Highlight staff accomplishments across the district.
- Monitor public perception and respond to misinformation when needed.
- Support communication during challenging situations with accurate and timely information.
- Track engagement data such as social media and website traffic.
- Use data to improve communication strategies.
- Provide updates on communication efforts and progress.
- Perform other duties as assigned

TERMS OF EMPLOYMENT

This position is offered through the contracting company, GECS. Compensation will be based on education and qualifications, with a range of \$25.00 to \$35.00 per hour. The position requires a flexible schedule that will range from 15 to 25 hours per week for 52 weeks per year.

WORK ENVIRONMENT

Must be able to work with various degrees of noise and activity. Flexibility and patience are required. Must be self-motivated and able to complete job assignment without direct supervision. Must be able to work toward district goals.

EVALUATION/PERFORMANCE MEASUREMENTS

Performance of this job will be evaluated in accordance with provisions of the Carman-Ainsworth's Board policy. Criteria for performance include but are not limited to:

- Attendance record
- Data utilization
- Human interactions
- Participation in specific training or workshop opportunities
- Demonstration of interpersonal, time, conflict, and stress management skills
- Production and efficiency related to job duties
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INTENT AND FUNCTION OF POSITION DESCRIPTIONS

Job descriptions assist organizations in ensuring that the hiring process is fairly administered and that qualified employees are selected. They are also essential to an effective appraisal system and related promotion, transfer, layoff, and termination decisions.

All descriptions reflect essential functions and basic duties. Peripheral tasks have been excluded. Requirements, skills, and abilities are the minimal standards required to successfully perform the positions. In no instance should the duties, responsibilities, and requirements delineated be interpreted as all-inclusive. Additional functions and requirements may be assigned by supervisors as appropriate, in keeping with collective bargaining agreements and law.

Carman-Ainsworth Community Schools does not discriminate on the bases of race, color, national origin, sex, (including sexual orientation and transgender identity), disability, age, religion, height, weight, marital or family status, military status, ancestry, genetic information, or any other legally protected characteristic, in its programs and activities, including employment opportunities. The district shall comply with all applicable federal and state laws and regulations prohibiting discrimination including, but not limited to, Titles VI and VII of the Civil Rights Act of 1964, 42 U.S.C. §§ 2000d. et seq.; and 42 U.S.C §§ 2000e, et seq.; The Americans With Disabilities Act of 1990, 42 U.S.C. §§ 1210, et seq.; The Handicappers' Civil Rights Act, MCL §§ 37.1101, et seq.; and The Elliott-Larsen Civil Rights Act, MCL §§ 37.2101, Age Discrimination in Employment Act (ADEA), 29 U.S.C. §§ 621, et seq.