

First Year Objectives

1. Increase number of alumni who volunteer, promote and donate to the school by 100, half of whom should be new donors.
2. Recruit 100 new students to the school who otherwise wouldn't enroll
3. Increase number of business and organizations sponsorship of the school and its program by 10.
4. Increase school positive exposure to community at large and stakeholders specifically by increasing number of visits to the school web site and social media pages, and school events by at least 20%

Education and Experience

Bachelor's degree in Public Relations or related fields, as well as professional training and successful experience in the field of Public Relation will be considered in lieu of education

Specific Skills

1. Represents Universal School in a positive manner internally and to the broader community.
2. Able to formulate and articulate a clear vision and direction.
3. Passionate about their work and driven for success.
4. Exceptional listener, with strong written and verbal communication skills.
5. Experience with mass dissemination of information in both print and electronic forms, as well as social media strategies.
6. Strong computer skills and knowledge of database research and maintenance.
7. Experience in recruiting, training, and effectively directing parents, staff, students and other volunteers to ensure they understand and align to event goals.
8. Ability to work well individually or as part of larger team.
9. Collaborative, inclusive, and transparent, while fostering positive working relationships.
10. Operates with honesty and integrity and treats others with respect.
11. Operates in a confidential and professional manner, especially as it relates to high-level alumni and/or donors.
12. Excellent organizational skills, with a strong attention to detail.
13. Ability to manage multiple projects simultaneously.
14. Skilled in negotiation and conflict resolution with the ability to handle difficult situations with tact.
15. Ability to make sound decisions and/or recommendations within and outside the department.

Specific Responsibilities