

## JOB DESCRIPTION Alexandria City Public Schools

### External Relations Specialist

**Job Type:** Full time, 12 months, 240 days

**Location:**  
Central  
Office

**Salary:** Support Salary Scale Grade 34

**FLSA  
Status:** Exempt

#### **Description**

Works in the School and Community Relations (SCR) department to help ensure that the ACPS community has clear and accurate information about division-wide issues ranging from instruction to policy, capital planning, transportation, health and safety measures, and more. The external relations specialist receives inquiries, shares constituent feedback across departments, and provides information, both directly to stakeholders and--in coordination with SCR colleagues--to broader audiences through ACPS communication channels. The ability to work collaboratively, organize incoming inquiries in the Customer Relationship Management (CRM) system, and communicate information in a clear, accurate and timely manner is essential.

This position reports to the school engagement and community outreach manager.

#### **Qualifications**

**Education:** Bachelor's degree in a job-related area. Degree in communications, writing, English, marketing or related field preferred.

**Certificates & Licenses:** None required.

**Experience:** Two years of experience in an external or constituent relations role preferred; experience with a CRM system would be a plus; K-12 education experience a plus.

- Strong external and constituent service approach and skills.
- Proven track record in supporting communications with constituents or customers using a CRM system.
- Strong research skills and ability to produce clear and accurate writing.
- Ability to organize and prioritize incoming inquiries and work cross-departmentally to coordinate timely responses.
- Ability to maintain cooperative working relationships with staff in central office and schools, meet tight deadlines, and solve problems.
- Comfortable providing training and guidance to colleagues in use of a CRM system.
- Commitment to equity and tailoring communications to diverse audiences.
- High attention to detail and ability to help analyze information.

## **Essential Functions**

- Provide communications support to the school division, schools, and communications team by serving as the school division's lead with the CRM system.
- Review and respond to questions and feedback from community members.
- Develop key internal relationships across departments and familiarity with ACPS information resources.
- Research information and gather content from a range of ACPS sources to draft replies to stakeholders.
- Work with the supervisor to organize and maintain subject areas in the CRM system and the response process.
- Coordinate with translation services as necessary and tailor messages to meet the communication needs of recipients.
- Work with the communications team to help develop a user-friendly, online knowledge base for stakeholders in order to increase customer self-service
- Recommend innovative approaches to increase efficiency in information sharing and customer service, including automated platforms.
- Provide training and support to department CRM contacts.
- Work with webmaster to ensure that online information about how to engage with ACPS via the CRM system is up-to-date, including the online feedback form.
- Track status of messages in the CRM system and follow up to ensure timely responsiveness.
- Report on metrics related to the CRM system.
- Provide insight on common subjects of inquiries, particularly potential areas of confusion or misinformation within the ACPS community, and help develop Frequently Asked Questions (FAQs).
- Stay up to date on the work of communications, community engagement and capital planning teams to be aware of current issues of interest to families and community members and ensure consistency of messaging.
- Support the School and Community Relations department in meeting all goals and implementation tasks, and may perform other additional duties or tasks as designated by the supervisor.

## **Clearances**

- Criminal Justice Fingerprint/Background Clearance.
  - Tuberculosis Skin Test.
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