



**Montezuma-Cortez School District RE-1**  
**EVERY STUDENT. EVERY DAY.**

**Position:** Human Resources, Brand, Public Relations, and Marketing Administrative Assistant

**Our Vision**

The district is committed to creating an environment of collaboration and accountability that ensures our students:

- Achieve personal goals and academic growth.
- Are invested in success for their future.
- Attain high levels of literacy and 21<sup>st</sup> century skills.
- Are engaged in active citizenship.
- Learn in a safe and healthy school environment.

**Position Summary:** As a human resources, marketing, and public relations officer you will be responsible for communication of key messages and brand image of the school district, the faculty, students and involved community. Day to day activities may include creating local and online postings to be used in publications, on websites, in social media or for school promotions. Support the brand as a cheerleader, deflect criticism and minimize the effect of negative publicity. Also, to include support in human resources.

**Typical Responsibilities:**

- Developing strategies and campaigns across print, broadcast, and online platforms to ensure the services provided by the school district are presented to the students, faculty and families of our community are shared in line with our brand.
- Build credibility of our brand.
- Executing organizational content in line with mission and vision.
- Analyze the success of marketing campaigns and create follow-up reports.
- Focus on maintaining a positive reputation for the Montezuma-Cortez School District RE-1 in line with the brand for each individual school and district.
- Assist with organizational transparency.
- Maintain relationships with local businesses, securing discounts for district staff.
- Write materials including a monthly newsletter to be shared on the school district website.
- Maintain Social Media presence, sharing school and individual staff successes.
- Updating District website and social media platforms in line with brand.
- Maintain confidentiality.
- Support in New Hire Education and On-Boarding.
- Performs other related duties as assigned or requested.
- Observes all district policies and procedures.

**Essential Skills:**

- Excellent communication skills both orally and in writing.
- Excellent interpersonal skills.
- Ability to sell products, services, and ideas.
- Presentation skills.
- Attention to detail.
- Math knowledge.
- Creating content.
- Customer Service Skills.

**Physical Requirements and Working Conditions:** *The physical demands, work environment factors and mental functions described below are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

Physical Activities:	Amount of:			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Stand			X	
Walk			X	
Sit			X	
Reach with hands and arms			X	
Use hands to finger, handle, or feed			X	
Climb or balance		X		
Stoop, kneel, crouch or crawl		X		
Talk				X
Listen				X

Work Environment:	Amount of:			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Wet or humid conditions (non-weather)		X		
Work near moving mechanical parts			X	
Work in high, precarious places			X	
Fumes or airborne particles	X			
Toxic or caustic chemicals		X		
Outdoor weather conditions		X		
Extreme Cold (non-weather)	X			
Extreme Heat (non-weather)	X			
Risk of electrical shock		X		
Work with explosives	X			
Risk of radiation	X			
Vibration		X		

Vision Demands:	Required
No special vision requirements	
Close vision (clear vision at 20 inches or less)	X
Distance vision (clear vision at 20 feet or more)	X
Color vision (ability to identify and distinguish colors)	
Peripheral vision	X
Depth perception	X
Ability to adjust focus	X

Noise Level:	Exposure Level
Very quiet	
Quiet	
Moderate	X
Loud	
Very Loud	

Mental Functions:	Amount Of:			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Compare			X	
Analyze			X	
Communicate				X
Copy		X		
Coordinate			X	
Instruct		X		
Compute				
Synthesize			X	
Evaluate				X
Interpersonal Skills				X
Compile			X	
Negotiate			X	

The signatures below indicate that this job description has been reviewed by the employee with the supervisor.

\_\_\_\_\_  
Employee Name (Print)

\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Supervisor Name (Print)

\_\_\_\_\_  
Supervisor Signature

\_\_\_\_\_  
Date

*The above statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. This job description is not intended to create any express or implied contract of employment or expectancy of continued employment for any definite term.*

## NONDISCRIMINATION CLAUSE



**EVERY STUDENT.  
EVERY DAY.**

Montezuma-Cortez School District RE-1 does not discriminate against any protected classes as identified by the State of Colorado. A lack of English speaking skills will not be a barrier to participation or admission. The following staff have been designated to handle inquiries regarding our nondiscrimination policies:

### **Title IX Coordinator and Compliance Officer** (*Title II/ADA, Title VI*)

Cynthia Eldredge, Executive Director of Human Resources

400 North Elm Street, Cortez, CO 81321 970-565-7522 ext. 1135

[titleIXcoordinator@cortez.k12.co.us](mailto:titleIXcoordinator@cortez.k12.co.us)

### **504 Compliance Officer** (*Section 504*)

Lisa Megel, Executive Director of Exceptional Student Services

400 North Elm Street, Cortez, CO 81321 970-565-7522 ext. 1118

[504complianceofficer@cortez.k12.co.us](mailto:504complianceofficer@cortez.k12.co.us)

M-CSD RE-1 School Governance Policies can be found on our website at:  
[www.cortez.k12.co.us/our-district/board-of-education/policies](http://www.cortez.k12.co.us/our-district/board-of-education/policies)

## **CLÁUSULA DE NO DISCRIMINACIÓN**

El Distrito Escolar Montezuma-Cortez RE-1 no discrimina contra ninguna clase protegida identificada por el Estado de Colorado. La falta de habilidades para hablar inglés no será una barrera para la participación o la admisión. El siguiente personal ha sido designado para atender consultas sobre nuestras políticas de no discriminación:

### **Coordinador del Título IX Oficial de Cumplimiento (Título II/ADA, Título VI)**

Cynthia Eldredge, Directora Ejecutiva de Recursos Humanos  
400 Calle Elm Norte, Cortez, CO 81321 970-565-7522 extensión 1135  
[titleIXcoordinator@cortez.k12.co.us](mailto:titleIXcoordinator@cortez.k12.co.us)

### **504 Oficial de Cumplimiento (Sección 504)**

Lisa Megel, Director Ejecutivo de Servicios para Estudiantes Excepcionales  
400 Calle Elm Norte, Cortez, CO 81321 970-565-7522 extensión 1118  
[504complianceofficer@cortez.k12.co.us](mailto:504complianceofficer@cortez.k12.co.us)

Las políticas de gobierno escolar de M-CSD RE-1 se pueden encontrar en nuestro sitio web en:  
[www.cortez.k12.co.us/our-district/board-of-education/policies](http://www.cortez.k12.co.us/our-district/board-of-education/policies)

11.28.23 DKR

---

Referenced Policies: AC, AC-E-1, AC-R (Option 1), AC-R-2\*, JB, JBA, JBA-E, JBB\*, JII-R

*NOTE: Federal law requires districts to provide continuing notification of non-discrimination statements and the Title IX coordinator's contact information. This information must be published in student, parent, and employee handbooks, course catalogs, program/employee application forms, and recruitment materials. 34 C.F.R. § 106.8.*