

**EXHIBIT A**  
**New Jersey School Public Relations Association**  
**OPERATIONS CONSULTANT**

**JOB DESCRIPTION**

**Primary Purpose:**

Manage the day-to-day operation of New Jersey School Public Relations Association (NJSPRA) including planning, leadership and oversight of workshops, annual meeting, summer planning meeting, and other events, while representing NJSPRA among state and national education organizations. The Operations Consultant shall also maintain appropriate chapter affiliation with the National School Public Relations Association (NSPRA), while communicating regularly with the President and membership and maintaining the membership database.

The Operations Consultant, his/her agents, servants and employees are independent contractors and are not agents, servants or employees of NJSPRA.

**Qualifications:**

**Special Knowledge/Skills:**

Strong organizational, communication, and interpersonal skills.  
Thorough knowledge of education and public relations functions.

**Experience:**

Experience in communication, school or association management and administration.

**Major Responsibilities and Duties<sup>1</sup>:**

**Member Relations:**

1. Demonstrate awareness of membership needs and initiate activities to meet those needs.
2. Promote positive member relations through effective communication.
3. Process memberships and maintain updated membership database.
4. Manage the NJSPRA website.

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<sup>1</sup> The list of major responsibilities and duties is not exhaustive. NJSPRA reserves the right to revise and/or amend this list and the responsibilities and duties of the Operations Consultant.

5. Serve as information liaison between the membership and state and national legislative actions.
6. Assist the Vice President, Programming in recruiting high quality speakers and with securing event venues.
7. Develop informational email marketing communications to members and prospective members.
8. Communicate financial updates and budget to general membership.
9. Provide member services to be determined by the officers/executive board.
10. Supervise annual calendar of events for the organization.
11. Assist with membership recruitment and retention plans.
12. Work with president to position NJSPRA as the expert organization in matters of school communications and create speaking and media opportunities.
13. Other duties as assigned.

#### **Management of Fiscal and Administrative Functions:**

1. Ensure that NJSPRA financial records are current and accurate and transmitted to the NSPRA for that organization's completion of NJSPRA's annual tax return and other mandatory financial reporting requirements.
2. Work with executive committee to increase attendance at NJSPRA workshops.
3. Work with sponsorship chair and President to facilitate sponsorships, vendors and underwriters for the workshops and special events as needed.
4. Contract and manage staff and other consultants in support of NJSPRA operations, including auditing services.
5. Other duties as assigned by the President.

#### **Organization Promotion:**

1. Act as liaison between NJSPRA and other educational agencies, organizations and associations.
2. Represent NJSPRA at events as needed.
3. Other duties as assigned by the President.

**Board Relations:**

1. Maintain accurate records including minutes of board and general membership meetings.
2. Assist in the planning of, attend and participate in all meetings of the board.
3. Work with the President in keeping the board continuously informed on issues, needs, and operations of the membership.
4. Other duties as assigned by the President.

**Professional Development:**

1. Shows initiative in recognizing needs of job and suggests way to improve efficiency and productivity.
2. Is cooperative and works effectively with others.
3. Has a positive attitude.
4. Exhibits good judgment in decision-making and problem-solving.
5. Accepts supervision and responds positively to suggestions and and/or directives.
6. Provides leadership and participates actively in professional growth and development.
7. Exhibits poise, self-control, and uses common sense.
8. Shows enthusiasm for work.
9. Exhibits neutral political views when representing NJSPRA.
10. Other duties as assigned by the President.

**Reports To:**

President

**Supervisory Responsibilities:**

Consultants and other individuals as assigned by the President.

**Equipment Used:**

Personal computer, printer, copier, website content management system.

## **Working Conditions:**

### **Mental Demands/Physical Demands/Environmental Factors:**

1. With the exception of attendance at NJSPRA events, the Operations Consultant's work hours are self-determined/self-directed.
2. Occasional prolonged and irregular hours.
3. Maintain emotional control under stress.

**To apply for this position, email a letter of interest and resume to [NJSPRAcommunications@gmail.com](mailto:NJSPRAcommunications@gmail.com) and include "Operations Consultant" in the subject line.**