



DIRECTOR OF COMMUNICATIONS

Classification: Director Level IV

Location: District Office

Reports to: Superintendent

FLSA Status: Exempt

Employee Group: Administrative 2

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Part I: Position Summary

Provides leadership, strategic vision, and supervision of the District's public information and communications program to include internal and external communications and relations.

Part II: Supervision and Controls over the Work

Serves under the broad guidance and administrative supervision of the Superintendent. Is held responsible for results of planning effectiveness, policies, and programs; and for contribution to and achievement of district goals and objectives. Work is guided by, and must be in compliance with, federal and state law, policy direction of the School Board, and compliance with state and local regulatory agencies.

Part III: Major Duties and Responsibilities

Program Administration:

1. Responsible for planning, developing and carrying out internal and external communications. Stays abreast of District plans and issues and anticipates internal and external reactions. Prepares communications to inform issues and effectively and convincingly present the District's perspective and rationale. Conducts or oversees surveys and other research to determine external and internal perceptions about District operations and performance, shares those results as appropriate and incorporates those learnings into communications planning.
2. Develops marketing and communication strategies and materials to support District initiatives in critical areas such as educational program and operations, elections and boundary revisions. Collaborates with staff overseeing preparation of District collateral such as boundary maps, annual reports, school communications, student and parent materials, program descriptions, web pages, and recruitment materials.
3. Prepares and edits speech materials for district leaders. Provides guidance and assistance to administrators in all aspects of public affairs and communications. Serves in advisory role on Superintendent's cabinet and Superintendent's leadership team.
4. Identifies and uses effective communication tools and techniques to present the District's position including news releases, desktop publishing, basic graphics, web and print design. Collaborates to prepare related videos and social media and web-based materials.

Researches to identify essential historic and contemporary information essential to the District's position and communications.

5. Establishes and maintains effective relations with District staff, media and community and community organizations. Builds relationships to foster understanding and support for district programs. Builds and sustains relationships with local, county, and state government and legislative representatives to advocate for support and systems which further the District's mission of educating its students.
6. Exercises extremely high degree of accuracy and correctness when preparing communications materials. Serves as an expert in concepts of grammar and punctuation, copy writing, and editing.
7. Proactively works with media representatives to forge strong and credible relationships. Develops news releases and responds to media inquiries concerning district programs, assuring the District positions and those of the Board and Superintendent are properly and effectively represented.
8. Plans and organizes special events to include District orientations, school and staff recognitions, activities, meetings and events of the Superintendent and Board of Directors.

Program Leadership:

1. Planning and programming: Anticipates and develops strategies and programs to respond effectively to changes in the profession and changes in public education. Participates in discussions on evolving demands and expectations and the impact those demands and expectations might have on assigned programs. Uses forecasting tools and strategies to prepare for potential future needs.
2. Financial management and strategic planning: Advises the Superintendent and Board on the financial implications of assigned programs. Administers programs within approved budget parameters including allocating staff resources. Oversees and participates in financial reports evaluation to assess program implementation and status. Maintains sound risk management and/or internal control over program assets.
3. Policy formulation and guidance: Recognizes the need for and formulates policies necessary to implement program management goals and objectives and to assure effective operation of assigned programs. Establishes a system to periodically review policies to determine when modifications are necessary to advance the department's goals and to serve the overall needs of the organization, its leaders, its staff and the communications expectations of its community.
4. Labor relations: Assists the collective bargaining process by recommending communication strategies and developing communications for targeted audiences to inform them of the bargaining status.
5. Program direction and staff supervision: Oversees organizational management in all assigned areas. Assures functions are effectively structured and work coordination procedures are in place to achieve a high level of integration and synergy across programs functions. Approves position structures and operating practices essential to developing and delivering quality programs and services. Recruits and assigns staff, assuring they possess

and practice the values necessary to achieve the level of program delivery and customer service essential to a highly effective organization. Assesses, evaluates, and provides training and professional development of department staff. Creates communication, collaboration and coordination processes to assure all departmental staff members are timely and effectively informed of department policies, issues, and guidance their programs are expected to support. Establishes an environment in which all staff members are comfortable and forthcoming sharing their ideas, needs and concerns, and in which the staff collaboratively works together.

6. Program evaluation, analysis and feedback: Establishes a system to collect and analyze data for continuous assessment of program effectiveness and/or changing needs. At least annually, conducts a comprehensive assessment review of all programs to determine their level of effectiveness and contribution to the department's mission to identify problem areas, areas of high success, and areas needing change. Prepares structured presentations to the Superintendent to share the program evaluation results.
7. Emergency response: Serves as first responder to emergency and after-hour situations for the district and its schools. Builds and oversees effective and timely notification for school delays or closures, i.e., those caused by inclement weather.
8. Oversees district website content and social media channels.
9. School building support: During school emergency situations (unexpected schedule changes, student or staff injury or death, other crises), serves as communications advisor, copy editor, or spokesperson as necessary. Coordinates school emergency response and communications with relevant area directors.
10. Performs other duties as assigned.

Part IV: Minimum Qualifications

1. Must have successful experience in working with culturally diverse families and communities or have otherwise demonstrated a commitment to strengthening engagement of a diverse community and skill in communicating with a diverse population.
2. Bachelor's degree in assigned or closely related areas of study.
3. Minimum of five years of experience in communications-related field.
4. Strong analytical and problem-solving skills, and understanding of client-centered support and services.
5. Excellent oral, written, presentation, and interpersonal communication skills.
6. Ability to work both independently and collaboratively.
7. Ability to organize work, set priorities, and meet deadlines. Ability to establish effective working relationships at all levels of the organization.

8. Ability to remain calm, deliberate, tactful, and advisory in stressful and emotional situations.
9. Ability to work long hours and unpredictable hours, depending upon emerging issues and program needs.

Part V: Desired Qualifications

1. Program or operational leadership level experience in public education.

Part VI: Physical and Environmental Requirements of the Position

The physical demands and work environment described here 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.

While performing the duties of this job, the employee is frequently required to sit, talk, lift, carry, move about, hear and speak.

The employee must occasionally lift and/or move 25 to 50 pounds.

Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

The employee may sit or stand for longer than two hours at a time, may lift objects repeatedly, and may undertake repeated motions.