



Director of Communications

JOB TITLE:	Director of Communications	STATUS:	Exempt
REPORTS TO:	Superintendent	TERMS:	226 days
DEPARTMENT:	Communication	PAY GRADE:	3

PRIMARY PURPOSE:

Plan, implement and direct an effective district level communication program that promotes positive public relations between the school district and community.

QUALIFICATIONS:

Education/Certification:

Bachelor’s degree in communications, journalism, or related field.

Experience:

Five years experience in journalism or communications

JOB DUTIES/PERFORMANCE CRITERIA:

1. Demonstrate prompt and regular attendance.
2. Provide communication support to the Office of the Superintendent and other district staff.
3. Plan, implement and direct a district level strategic communication program with progressive and consistent activities that meet set timelines.
4. Establish and maintain timely district communications which include a variety of strategies --- electronic, social media, hardcopy publications (district newspaper per set schedule, Sunday Page, cards, brochures).
5. Coordinate promotion and dissemination of district and school activities and achievements through press releases, district web site, district newspaper, cards, brochures, and other means.
6. Coordinate and perform photographic functions throughout the district.
7. Work with the district campuses and support departments to provide “just-in-time” communications support.
8. Assist with district events including grand openings, recognitions, service awards programs, etc.
9. Work closely with the media to (1) serve as the district liaison (2) provide district story ideas which will highlight district programs and the accomplishments of district’s students and staff (3) provide responses for public information in a timely fashion.
10. Assess the effectiveness and efficiency of communication efforts and develop plans for improvement.



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11. Compile a department budget and cost estimates based upon documented program needs.
12. Implement the policies established by the federal and state law, State Board of Education rule and local board policy.
13. Attend meetings of the Board of Trustees and prepare reports as requested.
14. Stay abreast of professional practices through participation in professional organizations.
15. Work closely with the superintendent and other staff in solving district-community relation issues as needed.
16. Perform other duties as assigned.

WORKING CONDITIONS:

Mental Demands:

Ability to communicate effectively (verbal and written); interpret policy, procedures, and data; coordinate district functions; maintain emotional control under stress.

Personal Demands:

Frequent district-wide and occasional state-wide travel; occasional prolonged and irregular hours, occasional lifting up to 35 lbs.

The foregoing statements describe the general purpose and responsibilities assigned to this job and are not an exhaustive list of all responsibilities, duties, and skills that may be required.

I have read and understand the responsibilities and duties required for this position as outlined above. I understand the duties and can perform all essential job functions listed above.

Printed Name

Signature

Date

Updated 1/23/2015