



2100.21: DIRECTOR OF COMMUNICATIONS

Reports to: Superintendent of Schools

General Summary: Plans and conducts the District's public relations/marketing program designed to support the educational programs and services of the District by keeping the staff, students, parents, and public informed of the District's programs, accomplishments, and point of view. Prepares and distributes fact sheets, news releases, photographs, and audio/video recordings to media representatives and others who may be interested in learning about the District's programs and services.

Essential Functions:

1. Supervises and coordinates the preparation of school district publications, ensuring quality. (10%)
2. Assists the Board of Education in setting, implementing and evaluating public relations/marketing goals. (10%)
3. Serves as liaison between the district and the news media, produces and distributes news releases including all print and audio/visual materials and organizes news conferences. (20%)
4. Serves as a consultant in the preparation and production of informational materials prepared by school personnel. (10%)
5. Plans and designs communication strategies to inform the public about specific problems or situations. (10%)
6. Plans and designs effective district promotion through the use of social media, web page and smart apps. (10%)
- 7.

Serves as a source of information about the schools to individuals and groups from the community. (10%)

8. Is accountable for a communication audit and analysis on a regular basis. (10%)

9. Attends all School Board, Executive Committee and Cabinet Meetings and prepares such reports for the Board as the Superintendent may request. (5%)

10. Assumes other responsibilities assigned by the superintendent. (5%)

Qualifications:

1. Education Level: Bachelor’s degree with a major in marketing, communications, public relations or journalism; a Master’s degree is preferred.

2. Certification or Licensure: N/A

3. Experience desired: Successful experience in marketing communications, or public relations.

4. Other requirements: Ability to work with news media in the development of school-related stories. Ability to develop and implement public relations goals. Ability to work with principals in meeting specific school public relations needs. Demonstrates excellent writing skills. Demonstrates good organizational skills.

Special Requirements:

		Occasional <u>1 - 32%</u>	Frequent <u>33 - 66%</u>	Constant <u>67% +</u>
1.	Standing		x	
2.	Walking		x	
3.	Sitting		x	
4.	Lifting <u>20</u> lb max	x		
5.	Carrying <u>50</u> feet	x		
6.	Pushing / Pulling	x		
7.	Climbing / Balancing	x		
8.	Stooping / Kneeling / Crouching / Crawling	x		
9.	Reaching / Handling	x		
10.	Speaking / Hearing			x
11.	Seeing / depth perception / color			x

The statements herein are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. Responsibilities and duties assigned are at the discretion of the supervisor.

Date of Adoption

May 1, 1995

Date of Revision

July 21, 1997

September 21, 1998

April 19, 2004

October 20, 2008

May 7, 2012

April 21, 2014