

LYME-OLD LYME SCHOOLS

Regional School District #18

A Private School Experience



in a Public School Setting

Job Title: Director of Communications and Marketing

Description: The Director of Communications manages all communications as directed by the Superintendent including, but not limited to, publications, website management, social media management, marketing, advertising and public relations.

Essential Job Functions: Responsible for public relations, website management, social media management, marketing, advertising, and other duties as assigned.

- Develops and implements public relations strategies to promote the Lyme-Old Lyme Schools.
- Oversees production of all school print, web and video publications, including recruitment materials; manages photography, design and visual identity.
- Manages marketing and communication plans for the Lyme-Old Lyme Schools.
- Launches and maintains a press release program; researches and writes press releases regularly (on a time schedule determined by the Superintendent).
- Establishes and maintains relationships with members of the local, state and, where appropriate, national and international news media.
- Works closely with the principals on event planning and related marketing and communications tasks.
- Responsible for writing or assigning articles, photography, design and production of newsletters.
- Expands and maintains Lyme-Old Lyme Schools' social media presence on Facebook, Instagram, Twitter, YouTube and other programs as needed or directed.
- Works with webmaster to maintain website and oversee design of website.

Ian Neviaser, Superintendent of Schools

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- Works closely with superintendent to assist with parent, alumni, and community communications.
- Develops communication strategies to address Lyme-Old Lyme Schools' marketing position within its sending towns, non-choice towns, and international markets.
- Performs all other duties as assigned by the Superintendent of Schools.

Note: The above description is illustrative of some tasks and responsibilities and is not meant to be all-inclusive of every task or responsibility.

Other Job Functions:

- Establishes and maintains strong relationships among all members of the Lyme-Old Lyme Schools' community including, but not limited to, students, parents, alumni, community members, faculty members, staff members, and administrators.
- Implements Strategic Plan goals related to communications.
- Ensures personal professional development and attends professional conferences and meetings to advance goals, stay current, and maintain institutional affiliations.
- Maintains visibility on campuses through interactions with students, parents, faculty, and staff and by participation in a variety of activities.
- Participates in strategic planning as it relates to communications.

Essential Job Requirements:

Education:

- Bachelor's degree in Communications, Public Relations, or related field. Master's degree preferred.

Experience:

- Three (3) or more years' experience in public relations/communications within a public organization or comparable leadership experience in related field.
- Knowledge of school/district organization and practice desirable.

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Required Skills and Other Attributes:

- Excellent organizational skills, and oral and written communication skills.
- Creativity, imagination, and the ability to make the Lyme-Old Lyme Schools stand out through words, images, and design.
- Strong photography skills.
- Thorough knowledge of communications, public relations, and marketing.
- Ability to function well in a team and to work well with faculty, staff, administrators, students, alumni, parents, board members, and community members.
- Capacity to provide both vision and attend to detail.
- Flexible and can work with minimal supervision.

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