

AMHERST EXEMPTED VILLAGE SCHOOL DISTRICT  
JOB DESCRIPTION

**Title:** **DIRECTOR OF COMMUNICATIONS AND  
COMMUNITY RELATIONS**

**File 219**

**Reports to:** Superintendent and Assistant Superintendent

**Job Objectives:** Provides leadership in district communications, alumni and community relations, and coordinating the Amherst Schools Educational Foundation. Provides direction in the areas of marketing, strategic development, public relations campaigns, media events, and project management in support of the goals and educational mission of the Amherst Exempted Village School District.

**Minimum  
Qualifications:**

- Associate degree or Bachelor's degree on Communications, Marketing, Public Relations or a closely related field preferred but not required
- Creative design mindset and the ability to use photo-editing, document design, website design, and social media
- Experience in copywriting, editing, editorial layout, press releases, annual reports, articles, and advertisements
- Promotional experience focused in marketing and revenue generating language
- Ability to promote positive internal and external customer relations, including creating effective interpersonal relationships and projecting a professional image
- Ability to communicate effectively in small and large group settings

**Responsibilities  
and Essential  
Functions:** The following duties are representative of performance expectations. A reasonable accommodation may be made to enable a qualified individual with a disability to perform essential functions.

- Coordinates the preparation of publications. Ensures that communication materials are accurate and appropriate. Provides opportunity to review materials prior to publication/distribution.
- Plans, organizes and writes promotional materials as requested.
- Draft and distribute district news, press releases, presentations, media alerts and other stories and assists with media coverage.
- Manages district website, content, and navigation. Directs online communication and creates website content.
- Writes and edits correspondence for parents/guardians and District stakeholders on behalf of the Superintendent and Assistant Superintendent
- Serve as school district spokesperson with local media and facilitate media interview requests, photo submissions and/or infographics
- Track media coverage and respond to media coverage, questions, and commentary
- Develop promotional marketing materials for revenue generating school facilities and programs for the District
- Coordinates campaigns and serves as primary liaison to levy committees for public

school funding

- Actively serve as a member of civic and external organizations within the city and community, representing the District while promoting the professional image of the Amherst Exempted Village School District
- Collaborates with staff on new ideas, directions, and venues for marketing and communications.
- Articulates a clear vision and provides leadership to advance the vision of the Comet Alumni Association and the Amherst Schools Educational Foundation (ASEF).
- Promotes a positive ASEF and alumni culture and generates staff, student, alumni and community enthusiasm.
- Responsible for developing and implementing an alumni relations plan and assist with the ASEF strategic plan.
- Coordinate, direct, and promote alumni and ASEF events. Provide support for class reunions, including building tours, promoting class reunion information, and ASEF activities and fundraisers.
- Develop, create, and maintain alumni and ASEF communications, including, but not limited to, physical newsletters, emails, social media, website, etc.
- Develop and maintain records and directory of all alumni members and ASEF donors. Update records and directory of all alumni members and donors on an annual basis.
- Responsible for leading donor cultivation, solicitation, and recognition in regard to alumni relations and ASEF.
- Develop and implement philanthropic outreach programs which benefit the Amherst Exempted Village School District, its students, staff and community.
- Develop and assist in the implementation of activities which network alumni with current students and classes.
- Collaborate with ASEF Trustees during meetings.
- Coordinate workshops for staff to encourage use and update on social media standards, policies and procedures
- Attend evening and weekend meetings and events when necessary and attend assigned public relations/communications tasks as needed by the Superintendent and Assistant Superintendent
- Attend meetings, assist with fundraising efforts, graphic & marketing needs for events and other district resources as needed.
- Respects personal privacy. Maintains the confidentiality of privileged information.
- Reports evidence of suspected child abuse as required by law.
- Participates in national, state, and/or regional activities that advance district goals.
- Participates in professional growth opportunities.
- Accepts personal responsibility for decisions and conduct.
- Strives to develop rapport and serve as a positive role model for others.
- Performs other specific job-related duties as directed.

**Abilities  
Required:**

The following characteristics and physical skills are important for the successful performance of assigned duties.

- Articulates a clear vision and provides leadership to advance the change process.
- Promotes a positive work environment and engenders staff enthusiasm.
- Skillfully manages individual, group, and organizational interactions.
- Averts problem situations and intervenes to resolve conflicts.
- Interprets information accurately and initiates effective responses.
- Effectively uses verbal, nonverbal, writing, and listening skills.
- Organizes tasks and manages time effectively.
- Completes paperwork accurately. Verifies and correctly enters data.
- Maintains an acceptable attendance record and is punctual.

**Working  
Conditions:**

Exposure to the following situations may range from remote to frequent based on circumstances and factors that may not be predictable.

- Duties may require operating and/or riding in a vehicle.
- Duties may require traveling to meetings and work assignments.
- Duties may require prolonged use of a computer keyboard and monitor.
- Duties may require working extended hours.
- Duties may require working under time constraints to meet deadlines.
- Exposure to adverse weather conditions and seasonal temperature extremes.
- Potential for exposure to blood-borne pathogens and communicable diseases.
- Potential for interaction with disruptive and/or unruly individuals.

**Performance  
Evaluation:**

Job performance is evaluated according to the policy provisions adopted by the Amherst Exempted Village School District Board of Education.

The Amherst Exempted Village School District Board of Education is an equal opportunity employer offering employment without regard to race, color, religion, gender, national origin, age, or disability. This job description summary does not imply that these are the only duties to be performed. This job description is subject to change in response to funding variables, emerging technologies, improved operating procedures, productivity factors, and unforeseen events.