

**Title: Director of Communications (FLSA EXEMPT)**

**Performance Responsibilities Design and Evaluation - Supervises the design and evaluation of the Communications Department.**

- Initiates planning and evaluation procedures designed to upgrade all aspects of public relations.
- Directs the development of comprehensive goals and objectives designed to guide the Communications Department and other areas of responsibility.
- Develops personal goals and objectives to insure an effective Communications Department.
- Stimulates and assists staff in investigating, evaluating, and implementing changes.
- Makes annual projections of program needs, including professional and non-professional personnel requirements, programs and facilities.

**Any and all duties as assigned by the Superintendent**

**Leadership-Provides leadership in directing the work of the Communications Department.**

- Advises the Superintendent on the probable public relations consequences relating to shifts in existing programs and policies.
- Stays abreast of professional practices in the field through participation in the affairs of the National School Public Relations Association.
- Assumes responsibility for assistance in selection, assignment, evaluation and development of appropriate personnel.
- Provides leadership in planning, managing and evaluating staff development and in-service programs as they pertain to the Communications Department.
- Assists in directing, disseminating, interpreting and administering policies affecting public relations.
- Advises subordinates on all matters related to areas of communications

**Management - Initiates activities necessary to maintain an effective Communications Program.**

- Sets annual objectives for the System's public information program and plans budget for meeting objectives.
- Serves as liaison officer between the School System and media, and supervises and coordinates the production and distribution of all news releases; arranges for press conferences as required; and prepares press kits for distribution to reporters covering Board meetings and public hearings.
- Supervises and coordinates the preparation of all School System information publications (except student publications) including such publications as recruitment brochures, orientation brochures for new teachers and staff members, information brochures for the parents of students new to the System, etc.
- Maintains a System's talent bank of staff members willing to service community organizations as speakers or as volunteer resource specialists.
- Serves upon request as speech writer for Board officers or the Superintendent.
- Summarizes decisions of School Board and disseminates information to appropriate school personnel.
- Maintains and regularly updates a file of community organizations and their officers, mailing lists of residents, and mailing lists of community groups with clearly expressed interests in educational affairs.
- Assists the Superintendent in explaining public opinion to the staff and the School System.

**Student Services - Supervises procedures which promote the success and well-being of students.**

- Works to insure practices designed to meet the present and future needs of students.

**School/Community Relations - Initiates procedures and practices which insure effective school/community relations.**

- Serves as information liaison between the total School System and the community at-large.
- Plans and supervises the polling of public opinion as needed regarding the System or current issues in education.
- Maintains open lines of communication with all community organizations and provides prompt responses to request for public information about the System, its policies, and its programs.
- Sends news releases about school and Board activities to the various news media.
- Coordinates the activities of non-school groups planning in-school information programs such as career days, college recruitment, armed forces recruitment, etc.
- Speaks at public meetings on issues of general or specific pertinence to schools and programs at the request of the Superintendent.
- Works to achieve maximum understanding and support of public education.

**Professional Development-Plans for professional self-development.**

- Uses evaluations to grow professionally.
- Participates in activities that will facilitate professional growth and development.
- Makes use of recommendations for improvement.

**Minimum Qualifications:** United States citizen or authorized alien; Degree from an accredited college or university, Master's Degree preferred; competence in writing for publication, communications experience preferred and experience in multimedia production, and experience in acting as a liaison between a public body and the media preferred; physical and mental stamina and abilities to perform job functions, tasks, and duties.

**Terms of Employment:** 12 months

**Reports to:** Superintendent

**Supervises:** Communications Department personnel

**Signature of Evaluatee:** \_\_\_\_\_

Signature indicates that the evaluatee has received the performance responsibilities and evaluation instrument for the position.

**Printed Name of Evaluatee:** \_\_\_\_\_

**Evaluatee's Employee Identification Number:** \_\_\_\_\_

(MUNIS ID #)

**Date:** \_\_\_\_\_

**Signature of Evaluator:** \_\_\_\_\_

Signature indicates that the evaluatee has reviewed the performance responsibilities and evaluation instrument for the position and has so indicated to the evaluator.

Original - Human Resources Department

Copy - Supervisor

Copy - Employee

(Rev 4/2021)