

**ST. TAMMANY PARISH SCHOOL BOARD**  
**Covington, Louisiana**  
**JOB DESCRIPTION**

**TITLE:** Communication Manager (FLSA: Exempt)

**MINIMUM QUALIFICATIONS:**

1. Bachelor's Degree in Communications, Journalism, Public Relations, Marketing, or a related field preferred.
2. Three years of experience in Journalism, Public Relations, Communications, Website/Social Media management, or related field preferred.
3. Excellent communication, organizational, and interpersonal skills.
4. Ability to develop messaging strategy for a variety of audiences, purposes and formats.
5. Ability to oversee and create engaging content for stakeholders, including websites, social media, print/electronic newsletters, news releases and other materials.
6. Proficient in the use of analytics tools to develop on-going communication and social media strategy.
7. Strong social media knowledge, desktop publishing skills and computer skills.
8. Experience with and knowledge of content management systems and basic website design.
9. Knowledge of commercial printing preferred.
10. Experience with coordination of special events and meetings.
11. Strong attention to detail, problem solving, organizational and time management skills.
12. Ability to work independently and as a member of a team.
13. Ability to make decisions, and manage projects.

**REPORTS TO:** Director of Communications

**JOB SUMMARY:** This position is responsible for overseeing and conveying the internal and external communications for the School System and School Board for dissemination to parents, students, employees, and other citizens through various communication channels. This position performs a variety of tasks including, but not limited to, the creation and development of communications strategy, approval of internal and external communications content, and overall support of the goals and policies of the school district. This position is considered a professional position which requires creativity, discretion, public relations, and independent judgment.

**ESSENTIAL JOB FUNCTIONS:**

1. Ensure communications efforts are integrated and supportive of the mission and goals of the School System.
2. Oversee communications content through a wide range of channels, including print publications, visual presentations, social media, website, and/or other means as deemed appropriate.
3. Coordinate and manage the development and production of communications materials and presentations.
4. Develop and create timelines for a variety of print and digital communication channels designed to reach targeted stakeholders.
5. Create and maintain overall messaging strategy for a variety of audiences, purposes and formats, including websites, social media, print/electronic newsletters, news releases and other materials.
6. Design and manage electronic newsletters.
7. Oversee graphic design of logos and all materials used to support the School System's communications plan.
8. Coordinate special event planning.
9. Oversee the coordination and management of recognition and grant programs.
10. Coordinate and implement various communications projects.
11. Work with the Director of Communications to create specific marketing goals and oversee implementation of targeted marketing plans to achieve those goals.
12. Ensure marketing initiatives are fully integrated into all other district communication activities.
13. Keep abreast of current and emerging trends in communications and maintain/develop professional skills appropriate for job assignments.
14. Follow all rules, regulations, and policies of the St. Tammany Parish School Board and follow directives from Supervisors.
15. Perform other functions that may be assigned by the Administration and/or Supervisor.

**TERMS OF EMPLOYMENT:** Twelve months, salary in accordance with the current salary schedule.

**ACCOUNTABILITY:** Performance of this job will be evaluated in accordance with provisions of the Board's Policy on Evaluation of Support Services Personnel.

**The Superintendent reserves the right to review, revise, update or change the job and any/all duties due to changes in job content, organizational structure, or state or federal laws.**

**Approved by:** \_\_\_\_\_

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

**Reviewed and Agreed to by:** \_\_\_\_\_

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

(Incumbent)

\_\_\_\_\_  
**Incumbent's Name (Please Print)**

\_\_\_\_\_  
**Employee Identification Number**