

## **DIRECTOR OF COMMUNICATIONS**

Classification: Non-Licensed Administrator

Location: District Office

Reports to: Executive Director, Community Relations

FLSA Status: Exempt

Employee Group: NCAA

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

### **Part I: Position Summary:**

Supervises, plans, directs, coordinates, and leads the district's public information and communications program to include internal and external communications and relations.

### **Part II: Supervision and Controls over the Work:**

Serves under the general direction of the Executive Director of Community Relations. Is held responsible for results in terms of planning, coordinating, leading, quality, and overall effectiveness of the district's public information and communications program. Performance is evaluated for compliance with policies, procedures, board direction, and sound professional practice.

### **Part III: Major Duties and Responsibilities:**

1. Responsible for planning, developing and carrying out internal and external communications. Stays abreast of district plans and issues and anticipates the internal and external reaction. Prepares communications that serve to inform the issue and effectively and convincingly present the district's perspective and rationale.
2. Develops marketing and communication strategies to support district initiatives in such critical areas as bonds, levies, boundary revisions, and other major educational program and operational changes.
3. Identifies and utilizes the most effective communication tools and techniques to present the district's position including press releases, desktop publishing, basic graphics, video and TV productions, social media, web and print design.
4. Establishes and maintains mutual and effective relations with District staff, media, law enforcement, and diverse community and special interest organizations. Utilizes such

relationships to effectively advance the District program. Understands the need to, and is able to effectively build relationships within various cultures. Plans and organizes community, family, partnership, student, staff, and other communication and public relations events.

5. Able to work closely with district's Translation and Interpretation team to effectively communicate in multiple languages to our community.
6. Serves as a key first responder to critical events and incidents. Able to quickly assess and analyze the situation and develop specific strategies to keep constituents informed while protecting the interest of the district.
7. Exercises an extremely high degree of accuracy and correctness when preparing communications materials. Serves as an expert in concepts of grammar and punctuation, principal of copy writing, and editing.
8. Applies a high level of professional understanding in structuring communications relative to the intended audience and the anticipated reactions and concerns.
9. Prepares and/or oversees the preparation of recurring and special Superintendent and Board communications, bulletins, and press releases. Applies a thorough understanding of policies, preferences, strategic plans, and district mission, vision and values statements to shape communications acceptable to the Superintendent and the Board. Oversees the preparation of an annual report to the community on the status of the district.
10. Undertakes research to identify historical and contemporary information that is essential to the district's position and communications.
11. Supervises and oversees the work of assigned staff to include:
  - a. Recruiting and assigning staff.
  - b. Evaluating the need for, developing, and delivering staff training.
  - c. Directing and inspecting the work of staff.
  - d. Fostering effective teaming and collaboration within the staff.
  - e. Creating effective communications with staff to assure that all staff is timely and effectively informed of department policies, issues, guidance, and operational requirements and expectations.
  - f. Participating in the performance evaluation of staff to include intervention when performance fails to meet expectations.

Performs other duties as assigned.

**Part IV: Minimum Qualifications:**

1. Incumbents must have successful experience in working with culturally diverse families and communities, and/or have otherwise demonstrated a commitment to equity and strengthening engagement of a diverse community and skill in communicating with a diverse population.
2. Bachelor's degree in communications, journalism or directly related fields.
3. Minimum of three (3) years of progressively responsible experience in public relations and communications.
4. Strong understanding and history of successful customer service and ability to establish and maintain effective relations with patrons and staff.
5. Extremely effective oral and written communications and presentation skills, strong analytical ability, and the ability to prepare efficient and effective communications.
6. Ability to use office technology and publishing, and project management software.
7. Ability to work both independently and cooperatively.
8. Ability to organize work, set priorities, and meet deadlines.
9. Valid state driver's license.

**Part V: Desired Qualifications:**

Experience in a public school or non-profit environment.

**Part VI: Physical and Environmental Requirements of the Position:**

The physical demands and work environment described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to sit, talk, lift, bend, carry, move about, hear and speak.

Employee may be required to perform extensive work at a computer display terminal.

The employee must lift and move 25 to 50 pounds.

Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.