



Job Descriptions
Prepared/Revised: December 2022

Job Title: **Director, Communications & Marketing**
 Job Family: **Non-Certified**
 Pay Program: **Administrative**
 Typical Work Year: **12 months**

Job Code: **3106**
 FLSA Status: **Exempt**
 Pay Range: **L16**

SUMMARY: Provide leadership and direction for district-wide external and internal communications. Provide strategic communications advice and counsel to Cabinet members, district executive and school building leadership. Direct and supervise assigned staff and functions.

ESSENTIAL DUTIES AND RESPONSIBILITIES: *To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

Job Tasks Descriptions	Frequency	% of Time
1. Develop, implement and/or update the district’s strategic communication and marketing plan. Direct comprehensive communications and marketing projects and initiatives. Provide leadership in developing priorities and work streams, providing support and coaching to direct reports and school leadership.	D	20%
2. Lead and oversee district marketing and communication efforts across all of the district’s communication channels. Organize and deliver district mass notifications to key partners. Serve as editor of district publications. Ensure oversight of district brand standards. Research and present communications trends and technologies in order to provide the best possible experience to school families – in particular our most marginalized families.	D	20%
3. Train and support to district leadership and staff in communicating the district’s key messages as part of the district’s strategic and communication plans. Provide strategic communications advice and counsel to Cabinet, district executives and school leadership.	W	15%
4. Create content, maintain, update and ensure equitable access across the district’s communication channels. Plan and develop written and visual content for the district’s website, publications and social media. Arrange media interviews. At the discretion of the Chief Communications Officer, serve as spokesperson for the district.	D	15%
5. Develop and deliver emergency communications as a member of the district’s crisis response team. When appropriate, serve as a district liaison with media and community partners.	W	10%
6. Direct and supervise assigned staff and functions. Evaluate job performance of assigned staff to ensure effectiveness. Delegate duties, responsibilities and functions effectively. Manage progress of team projects.	D	10%
7. Respond to inquiries from key opinion leaders, parents, community groups, businesses and others for information about the district.	W	4%
8. Attend meetings of the Board of Education, district-wide meetings/events, school based meetings/events and community meetings/events to gather and disseminate information about the district.	W	2%
9. Serve as back up for the Chief Communications Officer.	D	2%
10. Performs other duties as assigned.	Ongoing	2%
TOTAL		100%

EDUCATION AND RELATED WORK EXPERIENCE:

- Bachelor’s degree in journalism, communications, marketing or related field.
- Accreditation in public relations by national professional association preferred.

- Minimum five (5) years of experience in public relations, communications, marketing, journalism or related field.

LICENSES, REGISTRATIONS or CERTIFICATIONS:

- Current Colorado driver’s license.
- Criminal background check required for hire.

TECHNICAL SKILLS, KNOWLEDGE & ABILITIES:

- Demonstrated success in the research, development, implementation and evaluation of strategic communication plans.
- Ability to develop strong communication strategies that create a better understanding of and support for the district. Effectively implement the tactics that support the organization’s communication strategies.
- Excellent verbal and written communication skills, including public speaking and news interview abilities.
- Competence, experience and knowledge of media relations practices.
- Excellent analytical and research skills.
- Ability to meet strict deadlines.
- Commitment of time outside the regular workday schedule to meet necessary deadlines, provide advice and counsel to district administration, complete current job assignments and maintain customer satisfaction.
- Ability to demonstrate consistent work ethic and respect necessary to maintain a cooperative and cohesive work environment.
- Ability to maintain regular attendance.
- Ability to exhibit and maintain a professional manner at all times.
- Ability to manage one’s own work as well as directing the work of others, balancing multiple concurrent assignments. Ability to quickly understand global concepts, prioritize and make sound decisions about where to apply resources.
- Computer literate.
- Capable of working effectively and cooperatively with people from diverse ethnic and educational backgrounds.
- Ability to stay abreast of professional practices in the field of communications and public relations through participation in professional organizations such as the Colorado School Public Relations Association, National School Public Relations Association, the Colorado chapter of the Public Relations Society of America, the International Association of Business Communications, etc.
- Ability to promote and follow Board of Education policies, District policies and building and department procedures.
- Ability to stay current with district policy, standards and training in the areas of data quality, data privacy, and cybersecurity with respect to student and staff data, and related information systems.

MATERIALS AND EQUIPMENT OPERATING KNOWLEDGE:

- Normal office equipment such as personal computer, printer, copier, fax, phone system, e-mail.

REPORTING RELATIONSHIPS & DIRECTION/GUIDANCE:

	POSITION TITLE	JOB CODE
Reports to:	Chief Communications Officer	3041

	POSITION TITLE	# of EMPLOYEES	JOB CODE
Direct reports:	Marketing and Creative Specialist	1	04089
	Digital Communications Specialist	1	4099

RESOURCE AND OTHER RESPONSIBILITY:

- Position is required to be on-call for crisis communications. This person is required to have a cell phone and respond within an appropriate amount of time. Must have transportation to be able to go to and immediately respond to media situations at any district site.
- Supervisory responsibilities include hiring, disciplining, terminating, directing work, assigning work, training and evaluating.

PHYSICAL REQUIREMENTS & WORKING CONDITIONS: *The physical demands, work environment factors and mental functions described below 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.*

PHYSICAL ACTIVITIES:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Stand		X		
Walk		X		

Sit			X	
Use hands and fingers to handle and/or feel				X
Reach with hands and arms			X	
Climb or balance	X			
Stoop, kneel, crouch, or crawl	X			
Talk			X	
Hear			X	
Taste	X			
Smell	X			

WEIGHT and FORCE DEMANDS:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Up to 10 pounds			X	
Up to 25 pounds			X	
Up to 50 pounds	X			
50 to 100 pounds	X			
More than 100 pounds	X			

MENTAL FUNCTIONS:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Compare			X	
Analyze			X	
Communicate				X
Copy		X		
Coordinate				X
Instruct		X		
Compute		X		
Synthesize				X
Evaluate			X	
Interpersonal Skills				X
Compile			X	
Negotiate	X			

WORK ENVIRONMENT:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Wet or humid conditions (non-weather)	X			
Work near moving mechanical parts	X			
Work in high, precarious places	X			
Fumes or airborne particles	X			
Toxic or caustic chemicals	X			
Outdoor weather conditions		X		
Extreme cold (non-weather)	X			
Extreme heat (non-weather)	X			
Risk of electrical shock	X			
Work with explosives	X			
Risk of radiation	X			
Vibration	X			

VISION DEMANDS:	Required
No special vision requirements.	
Close vision (clear vision at 20 inches or less)	X
Distance vision (clear vision at 20 feet or more)	X
Color vision (ability to identify and distinguish colors)	X
Peripheral vision	
Depth perception	
Ability to adjust focus	X

NOISE LEVEL:	Exposure Level
Very quiet	
Quiet	
Moderate	X
Loud	
Very Loud	