

**Director of Communications**  
**New Hanover County Schools**

**Job Description**

**Class:** Classified  
**Division:** Superintendent  
**Dept:** Communications & Outreach

**TITLE:** Director of Communications

**QUALIFICATIONS:**

1. Bachelor's Degree in Business, Public Relations or Communication preferred.
2. Five years of experience in an office environment with responsibility for complex duties. Prefer experience with public relations in a school system.
3. Effective communication, writing and computer skills.
4. Other qualifications as the superintendent and board may find appropriate.

**REPORTS TO:** Chief Communications Officer

**JOB GOAL:** To supervise all aspects of public relations and communication for New Hanover County Schools.

**ESSENTIAL FUNCTIONS AND RESPONSIBILITIES:**

1. Follow all rules, policies and procedures of New Hanover County Schools, along with state and federal regulations pertaining to school system issues.
2. Provide leadership for the development, management, implementation and evaluation of a comprehensive community engagement strategy that supports achieving the mission, vision and strategic direction outlined by the superintendent in the district's Strategic Plan.
3. Promote positive relationships between the district staff and external partners; serve as a liaison between the school district and community-based organizations and school community members; organize proactive community relations activities, including small and large group events or public communications function as required.
4. Oversee the preparation and editing of news releases, media advisories, incident reports, publications, presentations, and other written documents including correspondence and certificates.
5. Present at the monthly Board of Education meeting division recognitions and provide meeting follow up summary to the public.
6. Develops and maintains NHCS brand standards and ensures that all communications adhere to adopted/approved brand standards; develops and coordinates specific internal and external communication plans on strategic plans and district initiatives.
7. Develops and maintains current standard operating procedures; sets and manages deadlines for various projects; manages day-to-day operations of District Relations staff; coordinates work of District Relations team with other departments, divisions, and schools.

8. Manages media relations, crisis communications, the district website, social media sites, special events, internal/external communications, school and district marketing plans and promotions, and the production and development of district publications and collateral materials.
9. Manages a variety of outsource providers and vendors (graphic and video production, paid media/advertising, freelance writing/editing, project management) and serves as district liaison and representative with various employee groups and externally with area business and community groups.
10. Implements and analyzes variety of data, polls, surveys, evaluations, and other measures to gauge the effectiveness of district communication efforts.
11. Develops and presents staff development opportunities and trainings for principals, Cabinet members, and other personnel on variety of communications topics, including customer service, media relations, home-school communications, school marketing, crisis communications, interpersonal communications, etc.
12. Writes and edits copy for variety of media that is on-brand in terms of messaging; edits and proofreads copy for Cabinet members; works with other district employees on improving their research, writing, and editing skills.
13. Monitor department budget and ensure requisitions, contracts and purchase orders are processed in accordance with district standards and requirements.
14. Assist with district customer services, help resolve concerns and direct to the appropriate staff person.
15. Perform other related duties and responsibilities as requested by the Chief Communications Officer.

***The above statements describe the general nature and level of work being performed by individuals assigned to this job. This is not intended to be an exhaustive list of all responsibilities and duties required of personnel so employed.***

**Terms of Employment:** Twelve-month work year/At-Will/FLSA Exempt

**Starting Salary and/or Grade:** SA VI

**Evaluation:** Performance of this job will be evaluated in accordance with provisions of the Board and local policy on evaluation of personnel.

**Knowledge, Skills and Abilities:**

- Ability to communicate clearly and concisely, both orally and in writing; ability to communicate well with school personnel, parents, and central office staff.
- Demonstrate functional knowledge of computers and all aspects of the Microsoft Office Professional software programs and Google Suite.
- Ability to work independently, meet deadlines and accomplish specific tasks as requested.
- Ability to compile and summarize information.
- Ability to learn, interpret, and explain policies, regulations and procedures.
- Extensive knowledge of office practices and procedures.
- Ability to interact and deal with the public in a professional manner.
- Comply with confidentiality requirements in local, state and federal policies and statutes.
- Physical ability (able to exert up to 20 pounds of force occasionally) and dexterity to perform the duties and responsibilities of the job.