

OZARK R-VI SCHOOLS
JOB DESCRIPTION

TITLE: COMMUNICATIONS DIRECTOR

QUALIFICATIONS:

1. Ability to organize and manage time and multiple priorities to meet deadlines
2. Computer skills including experience with Microsoft Office Suite and Adobe Suite
3. Must be able to connect and engage with a wide variety of people
4. Ability to communicate and effectively work with others
5. Pass a background check that is satisfactory to the Board of Education.
6. Bachelor's degree in Communications or related field required, Master's Degree preferred

REPORTS TO: Assistant Superintendent of Operations

JOB GOAL: To effectively manage district communications to promote an environment of openness and collaboration

PERFORMANCE RESPONSIBILITIES:

1. Arranges media interviews for the purpose of keeping the media informed of correct information concerning the school district
2. Responsible for layout, design and production of web site, electronic newsletters, and other publications for the purpose of ensuring school district information is disseminated in a quality format
3. Assists in the planning, coordination and implementation of recognition programs and special events for the purpose of ensuring the programs are run according to District expectations and guidelines
4. Collaborates with District personnel for the purpose of developing public communication, including press releases, e-mail items, or videos
5. Operates a variety of video, audio and computer equipment for the purpose of producing programs for both broadcast and e-mail distribution
6. Communicates effectively, both orally and in writing, with students, parents, and other professionals
7. Sets up and maintains various filing systems such as purchase orders, packing slips, invoices, and payment vouchers for the communication and marketing department
8. Responds to inquiries from a variety of internal and external parties (e.g. staff, parents, public agencies, etc.) for the purpose of providing information and facilitating communication among parties
9. Establishes and schedules communication training opportunities for staff
10. Coordinates marketing and communications materials across various media channels including print, email, web, and social media
11. Performs other duties and responsibilities as directed by supervisor and/or Superintendent

PHYSICAL DEMANDS: Requires the ability to be mobile within the workplace

TERMS OF EMPLOYMENT: 12 Months as per School Board Policy GDBDA

TYPE OF POSITION: Exempt

EVALUATION: Evaluated annually by Assistant Superintendent of Operations

APPROVED BY SCHOOL BOARD: February 21, 2019