

Job Title: Director of Communications

Reports to: Superintendent

Dept./School: Central Administration

Primary Purpose:

Promote positive public relations between the school district and community. Prepare and provide information to the public about the activities, goals, and policies of the school district. Distribute pertinent information about the district and its activities to employees.

Qualifications:

Education/Certification:

Bachelor's degree in English, journalism, communications, or a related field

Special Knowledge/Skills:

Strong organizational, communication, and interpersonal skills

Demonstrated skills in writing, editing, and public speaking

Thorough knowledge of media relations and public relations functions

Ability to implement policy and procedures

Ability to interpret data

Ability to use personal computer to design and produce district publications

Experience:

Three years in journalism or communications experience

Major Responsibilities and Duties:

Public and Community Relations

1. Direct and manage the district's public information activities.
2. Serve as the information liaison between the school system and the community.
3. Serve as district spokesperson and coordinate media coverage.
4. Prepare press releases and publish articles and photos in local media and other publications.

5. Help school personnel publicize and promote any performances, exhibitions, displays, or special programs sponsored by the schools.
6. Design, prepare, and edit district publications including newsletters, recruitment brochures, programs for special events, and other publications.
7. Serve as district representative on community committees as required.
8. Ensure that public information activities contribute to the attainment of district goals and objectives.
9. Maintain district press clipping files.
10. Keep informed of developing communication trends and techniques.
11. Speak at civic organization meetings and make presentations to classes.
12. Demonstrate awareness of district-community needs and initiate activities to meet those needs.

Policies, Reports, and Law

13. Help the superintendent develop and publicize reports related to the performance of the district and articulate district goals and objectives.
14. Implement the policies established by federal and state law, State Board of Education rule, and local board policy in the public information area.

Budget

15. Administer the public information budget and ensure that programs are cost effective and that funds are managed prudently.
16. Compile budgets and cost estimates based on documented program needs.

Personnel Management

17. Develop training options and/or improvement plans to ensure exemplary operation of the public information function.
18. Evaluate job performance of employees to ensure effectiveness.
19. Assist in recruitment, selection, and training of personnel and make sound recommendations relative to personnel placement, transfer, retention, and dismissal.

Supervisory Responsibilities:

None.

Equipment Used:

Computer, 35mm camera, video camera, fax machine, copier, printer.

Working Conditions:**Mental Demands/Physical Demands/Environmental Factors:**

Maintain emotional control under stress. Occasional prolonged and irregular hours

The foregoing statements describe the general purpose and responsibilities assigned to this job and are not an exhaustive list of all responsibilities and duties that may be assigned or skills that may be required.

Signature:**Date;**
