

## Communications Manager

---

### Purpose Statement:

This position manages the district website, all digital and print communications, and social media platforms. This position requires strong technical skills, the ability to strategize and produce content effectively under pressure while demonstrating strong interpersonal skills. The Communications Manager is pivotal in working with the Executive Director on strategic communications relating to the promotion of positive school and community relations.

---

### Essential Functions

- Assists in the creation of in-depth and long-form content for District communication channels, both internal and external, using a variety of platforms.
- Manages video communications and promotional efforts which involves taping, editing, story boarding, to support communication efforts of the district in a method that is brand consistent.
- Manages technology aspects of all district communication tools, including, but not limited to, the district broadcast system, website content management system, video production, and broadcasting of school board meetings.
- Assists with the placement of stories about the district, its initiatives, and campaigns in relevant local and national media outlets as appropriate.
- Manages social media and communication strategies, including the creation of copy and information pieces and interactive content for district publications.
- Supports district initiatives and levy and bond campaigns by producing new content that highlights district pursuits such as new curricula, programs, professional development, school construction, and student success.
- Serves as a resource for building principals' special communications to parents that include celebrations, emergencies, or building-specific information.
- Assists with emergency communications and mass notification system use.
- Assists with the creation, maintenance, and drafting of communication policies including Advertising, Access to Resources, Social Media, and Distribution of Fliers.
- Reviews department documents, publications, and web content for accuracy, quality, and ADA compliance.
- Serves as back up spokesperson for media inquiries.
- Participates in data collection and analysis of communication program effectiveness to provide regular program feedback to stakeholders with suggested plans for improvement of any targeted areas of concern.
- Compiles data from a variety of sources in accordance with district, state, and federal guidelines and regulations to create appropriate communications, reports, memoranda, resolutions, agreements, letters, and other written material for appropriate staff and stakeholders.
- Maintains working relationships with staff, parents, community businesses and organizations, and professional associations.

- Maintains complex and confidential electronic and physical files and records in accordance with the appropriate records retention timelines.
- Attends staff and other professional meetings as may be assigned or necessary.
- Continues professional growth in school PR, communications, and techniques.
- Possesses knowledge of and adhere to Governing Policies and District Regulations and Procedures.
- Participates in special projects as assigned and perform related duties and key responsibilities consistent with the scope and intent of the position.
- Works independently, take initiative, organize projects and details, and make decisions efficaciously.
- Communicates clearly and effectively in a pleasant, tactful, and professional manner.
- Researches, analyzes, and interprets data, rules and regulations, codes, statutes, and laws to effectuate change and improvement for learning.
- Utilizes software and technology for recordkeeping, presentations and trainings, and fluent communication.
- Works with a diversity of individuals and groups; and
- Exercises independent decision-making abilities and make decisions within parameters established with his/her supervisor, organize, and manage multiple time sensitive tasks, and support resolution of difficult and/or delicate employee issues.

### Other Functions

- Participates in Communications leadership team meetings
- Establishes work group goals and objectives consistent with department and District goals.
- Oversees and evaluates the daily operations of the team Coordinator positions.

### Job Requirements: Minimum Qualifications

#### Education and Experience

Bachelor's degree with an emphasis in journalism, community/public relations, communications, education, public affairs, or related field. Qualifying successful experience may be substituted for education qualifications.

Minimum of three (3) years' experience preferred in written, digital, and/or broadcast media, including writing, editing, design and layout. Additional skills in computer applications, photography, video production, graphics, print shop operations, and quality control.

#### Knowledge, Skills and Abilities

##### **Skills in:**

- Effective oral, written, and electronic communication.
- Desktop publishing to include the use of word processing, database, spreadsheet, photography tools (digital photography and editing), software applications for creating flyers, brochures, newsletters, etc., presentation software and web design and website management.

##### **Knowledge of:**

- The operation of a school district.
- Common budget management practices.
- Principles, methods, and procedures concerning a public information and community relations program.
- Legal mandates, policies, regulations, and guidelines pertaining to the distribution of news and public information.
- Social media platforms such as, but not limited to, Facebook, Instagram, Twitter.

**Ability to:**

- Keep abreast of emerging technology and trends related to communications and engagement and apply them as deemed appropriate.
- Assist in providing leadership to departments/programs in the areas of web best practices including marketing tools, design, content development and management, analytics, social networking/third-party sites, and standards compliance.
- Write accurate news articles, reports, and business correspondence.
- Seek out and cultivate news and information resources.
- Understand and carry out oral and written directions with minimal supervision.
- Effectively present information and respond to questions from a variety of audiences, including administrators, staff, students, the public and the Board of Directors.
- Provide in service training as required on public and community relations.
- Perform tasks with a high degree of accuracy and attention to detail.
- Work and remain calm under pressure and with frequent interruptions.
- Use sound judgment and work independently.
- Exercise sensitivity when working with individuals of diverse socioeconomic, cognitive, and physical abilities, and cultural backgrounds.

**Working Environment**

Office/business setting; requires visual and mental concentration on high volume of detail; computer operation requires dexterity and precision; required to sit for prolonged periods; experiences interruptions and inflexible deadlines; required to deal with distraught, frustrated, and angry people. Teamwork and high productivity requirements create frequent extra hour days and weekends.

**Required Testing**

Pre-employment proficiency test

**Certificates & Licensing**

None

**Continuing Education/Training**

Up to date training in practices/policies/law

**Clearances**

Criminal Justice

Fingerprint/Background Clearance