

MIDWESTERN INTERMEDIATE UNIT IV

TITLE:	Director of Communications Services	DATE:	May 21, 2003
		REVISED:	May 22, 2013
		REVISED:	August 13, 2014

REPORTS TO: Executive Director **APPROVED BY:** Board of Directors

JOB SUMMARY: Directs overall public relations, marketing, website, Print and electronic publications for Midwestern Intermediate Unit IV. Responsible for internal and External communications, media relations and publications Services including services to school districts and other Nonprofit agencies.

PRIMARY DUTIES AND RESPONSIBILITIES:

1. Oversee and coordinate Midwestern Intermediate Unit IV public relations and marketing efforts.
2. Oversee design and production of Midwestern Intermediate Unit IV publications and publications for school districts, partners, collaborators and clients.
3. Oversee the development and administration of departmental budget.
4. Attend monthly Midwestern Intermediate Unit IV Board of Directors meetings.
5. Oversee the design, content and updates of website and other social media and ensures that they represent the Midwestern Intermediate Unit IV mission.
6. Maintain working knowledge of all Midwestern Intermediate Unit IV programs and respond to media inquiries, direct media to appropriate staff for interviews and information.
7. Serve as Midwestern Intermediate Unit IV media spokesperson as needed; prepare media releases, media invitations and manage all media contacts.
8. Collaborate with stakeholders to develop important communication plans to market programs and services.
9. Oversee and supervise the in-house print shop.
10. Serve as liaison with the Pennsylvania Association of Intermediate Unit's (PAIU) Public Relations cohort.
11. Create materials and publicity for Midwestern Intermediate Unit programs and services.
12. Assist in writing and/or editing various grants and proposals.
13. Supervise and evaluate department staff and ensure implementation of job descriptions.

14. Oversee coordination of the Regional Very Special Arts Exhibit.
15. Oversee writing and development of newsletters and Midwestern Intermediate Unit IV reports.
16. Perform other duties as assigned by the Executive Director.

QUALIFICATIONS:

- Three (3) years experience in public relations/ marketing and/or communications for nonprofit agency is required
- Master's degree required
- Excellent technology and writing skills
- Proven track record in development of relationships with a wide variety of constituencies including school districts, higher education, community agencies and organizations, business and industry leaders, media and others
- Background in foundation management required
- Experience supervising and evaluating staff is required
- Experience with Adobe Creative Suite is required
- Must have valid driver's license
- Submission of pre-employment medical examination (Section 148 of the Pennsylvania School Code)
- Submission of a report of criminal history record from the Pennsylvania State Police (Section 111 of the Pennsylvania School Code)
- Submission of a clearance report from the Pennsylvania Department of Public Welfare in accordance with Act 151 of 1994
- Submission of Federal Criminal History Report in accordance with Act 114 of 2006
- Submission of Arrest/Conviction Report and Certification Form per Act 24 of 2011
- Such alternatives to the above qualifications as the Board of Directors may find appropriate and acceptable

PHYSICAL DEMANDS:

- Ability to reach above and below the waist
- Ability to use fingers to pick, feel and grasp objects
- Some stooping, kneeling, bending and twisting of the body required
- Ability to lift and/or carry supplies and/or papers weighing no more than 50 lbs.
- Ability to mostly sit with some walking and standing or moving throughout the work environment

SENSORY ABILITIES:

- Visual acuity
- Auditory acuity

WORK ENVIRONMENT:

- Typical office environment
- Subject to inside environmental conditions

TEMPERAMENT:

- Must possess excellent interpersonal skills
- Must be able to work in an environment with frequent interruptions
- Able to make judgments and work under high level of stress

COGNITIVE ABILITY:

- Ability to communicate effectively
- Ability to organize tasks
- Ability to handle multiple tasks
- Ability to exercise good judgment

SPECIFIC SKILLS:

- Must possess supervisory skills
- Ability to operate various technology equipment
- Ability to operate various office equipment
- Must appropriately handle confidential information

(Reasonable accommodations may be made to enable a qualified individual with a disability or disabilities to perform the primary duties and responsibilities of the job.)