

**27J SCHOOLS  
EXEMPT POSITION JOB DESCRIPTION**

**Job Title:** Communications Manager  
**Date Prepared or Last Modified:** March 2022  
**Work Year:** 260 Paid Days  
**Department:** Communications Department  
**Reports To:** Director of Communications

**SUMMARY:** Direct, develop, implement and evaluate comprehensive communications projects and initiatives. Collaboratively develop, execute and evaluate district communications and marketing programs. Create strategies for messages, audience and sequence of communications. Provide well-researched, outcomes-based advice and counsel to the communications department, various district departments and school leadership. Direct and manage assigned electronic communications platforms and functions.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. Other duties may be assigned.

- D 25% Direct, develop, implement and evaluate communications projects. In support of the district’s strategic communication plan, identify target audiences, key messages, objectives, tactics and metrics for projects and initiatives. Oversees the development and implementation of assigned communications action plans for schools, departments and programs by researching and analyzing environmental and social issues affecting the organization. Working with associated stakeholders, determine success metrics and measurements for evaluation of strategy and tactic effectiveness and adjust accordingly to meet identified targets within agreed upon timelines.
- D 20% Manage and evaluate digital communications platforms and advise project stakeholders on its strategic use for district and school communication efforts. Oversee district digital marketing and communication using websites, social media and mass notification tools. Serve as the primary administrator and support contact for all digital communications platforms. Coordinate training for platform users in communication best practices. Manage onboarding of new platforms to support evolving district and school needs. Collect and monitor key performance indicators to measure the effectiveness and return on investment of digital communication/marketing initiatives, including paid digital advertising.
- D 15% Assist the Director of Communications in the development and implementation of strategic communications plans. Manage the collection of performance data and target audience sentiment research to translate the data into effective tactics leading to changes in target audience behaviors.
- D 15% Direct the development, production and distribution of multimedia materials including digital and print graphics, and photo, video and audio deliverables. Provide editorial and creative direction for multimedia production by applying knowledge of design principles, communication best practices, and technical capabilities in order to maximize the effectiveness and clarity of developed materials for target audiences. Implement and monitor graphic standards in support of a consistent, recognizable brand for the district. Stay abreast of the latest research and new methods to learn new, innovative technologies that maximize communications efforts and enhance content.
- D 10% Serve on the district emergency response team, in emergency operations centers, and as Public Information Officer for reunification team. Develop and distribute safety and security information across multiple platforms on tight deadlines while ensuring a high degree of accuracy. Coordinate with district and school representatives during emergencies to gather information and evaluate appropriate use, audience and timing. Implement and evaluate safety and security messaging practices and advise security and safety personnel on communication tactics.
- D 5% Serve as communications liaison to internal stakeholders and as back-up for the Director of Communications. At the discretion of the Director of Communications, serve as district spokesperson to internal and external audiences, including media.
- D 5% Write and edit content for the district’s communications/marketing initiatives. Analyze content from multiple sources to ensure it consistently adheres to established standards of style, aligns to appropriate strategy and audience, and is accurate.

D 3% Provides evaluation of the district's social media strategy including optimization of content, audience and sequence. Promote brand identity, increase reach and engagement, and coordinate brand effectiveness and consistency implementation.

Ongoing 2% Performs other duties as assigned.

*To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

**EDUCATION AND TRAINING:** Bachelor's degree in communications, marketing, journalism or related field.

**EXPERIENCE:** Minimum five (5) years experience in communications, marketing, graphic design, web management and social media.

**SKILLS, KNOWLEDGE & ABILITIES:**

- Demonstrated success in the development, implementation and evaluation of strategic communications plans.
- Demonstrated ability to develop effective communication strategies that enhance understanding resulting in identified and measurable behavior changes of target audiences.
- Accountable for assessing, and measuring the communication landscape and current state of public opinion and sentiment.
- Proficient in the use of Adobe Creative Suite, digital marketing platforms, web content management systems, SEO and social media.
- Demonstrated awareness of and attention to emerging communications tools and practices.
- Advanced multimedia production skills, oral and written communication skills, interpersonal relations skills, customer service and public and media relations skills, critical thinking and problem solving skills.
- Ability to work effectively and cooperatively with people from diverse ethnic and educational backgrounds.
- Demonstrated ability to appropriately handle sensitive information in a confidential manner.
- Ability to stay current with district policy, standards and training in the areas of data quality, data privacy, and cybersecurity with respect to student and staff data, and related information systems.
- Ability to maintain regular attendance.
- Ability to manage multiple short- and long-term projects simultaneously while meeting strict deadlines.
- Ability to stay abreast of professional practices in the field of communications and public relations through participation in professional organizations such as the Colorado School Public Relations Association, National School Public Relations Association, the Colorado chapter of the Public Relations Society of America, the International Association of Business Communications, etc.

**RESOURCE AND OTHER RESPONSIBILITY:**

- Required to be on-call to meet critical communication needs.
- Required to have a cell phone and respond within an appropriate amount of time.
- Must have reliable transportation to be able to go to and immediately respond to urgent situations at any district site.

**CERTIFICATES, LICENSES, & REGISTRATIONS:**

- Must possess a valid Colorado driver's license.

**SUPERVISION/TECHNICAL RESPONSIBILITY:**

- Supervises the communication specialist (bilingual).

*The physical demands, work environment factors, and mental functions described below are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

**PHYSICAL DEMANDS:**

- While performing the duties of this job, the employee is regularly required to sit, use hands and fingers, to talk or hear and taste or smell.
- Frequently required to lift up to 25 pounds.
- Occasionally required to stand, walk, sit, reach, climb or balance, and stoop, kneel, crouch or crawl.

**WORK ENVIRONMENT:**

- Occasionally required to work in outdoor weather conditions and outside of standard office hours.

**MENTAL FUNCTIONS:**

- While performing the duties of this job, the employee will regularly be required to coordinate, compile, synthesize and evaluate information.
- Strong interpersonal skills will be required on a daily basis.