

**27J SCHOOLS**  
**PROFESSIONAL/TECHNICAL JOB DESCRIPTION**

Job Title:	Communications Manager (Bond Program)
Date Prepared	February 2022
Work Year:	260 Paid Days
Department:	Communications
Reports to:	Director of Communications

**SUMMARY:** Under the leadership of the director of communication, this position is a member of the Communications Department and is primarily dedicated to providing strategic communication, marketing and community engagement support for the bond program. Direct, develop, implement and evaluate comprehensive bond communications projects and initiatives. Develop and execute a cohesive bond communications and marketing strategy to consistently promote the bond brand in the context of the district and its key messages. Provide strategic communication advice and counsel to communications and bond program teams.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following.

D 25%

Direct, develop, implement and evaluate comprehensive communications projects and initiatives. Research and analyze environmental and social issues to develop effective bond communications strategies. Through two-way communication, build consensus across broad and diverse groups, and garner support for bond program and the district. Stays abreast of emerging issues to develop proactive plans to keep the district and its schools well-positioned in the community and marketplace. Working with cross-functional teams, synthesizes complex ideas, programs, systems and processes into easy-to-understand language and graphics or photos.

D 20%

Develop and execute a cohesive communications and marketing strategy to promote the bond program within the context of the district's brand and key messages consistently in all communications. Lead bond program marketing and communication efforts on electronic platforms, including websites, social media and the district mass notification system (Blackboard and BbComms). Measures internal and external perceptions and attitudes toward schools, and the district affecting the bond program to increase public trust, transparency, knowledge and support.

D 20%

Direct the strategic development, production, writing, editing and distribution of various print and electronic publications. Apply tactical knowledge to improve communications strategies that are understood by broad audiences. Interpret construction and education issues to a variety of local and national media, and the public. Stays abreast of emerging issues to develop proactive plans to keep the district and its school well-positioned in the community and marketplace.

W 15%

Provide strategic communication advice and counsel to communications and bond program teams.

W 10%

Responsible for development and distribution of community messages, in addition to serving as a district bond program liaison with media and community partners.

W 6%

Respond to inquiries from key opinion leaders, parents, community groups, businesses and others for information about the bond program in the context of the district's messages and communication strategies.

W 2%

Attend meetings of the Bond Oversight Committee, Board of Education, bond program and other meetings/events, school-based bond meetings/events and community meetings/events to gather and disseminate information about the bond program.

Ongoing 2%

Performs other duties as assigned.

TOTAL 100%

*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 journalism, communications, marketing or related field, or equivalent experience and education.
- Accreditation in public relations through national professional association (preferred).
- Bilingual (preferred).

## **EXPERIENCE**

- Minimum five (5) years of experience in public relations, communications, marketing, journalism or related field.
- At least three (3) years experience in the creation and design of website and social media networks
- At least three (3) years experience in media relations.
- Ability to publicly represent the district and the bond program with internal and external audiences.
- Experience working with the construction industry (preferred).

## **SKILLS, KNOWLEDGE AND ABILITIES**

- Demonstrated success in the research, development, implementation and evaluation of strategic communication plans.
- Ability to develop strong communication strategies that create a better understanding of and support for the district and its bond program.
- Ability to and be accountable for assessing, measuring the communication landscape and current state of public opinion and sentiment.
- Ability to develop meaningful goals, objectives, strategies and tactics around target audience awareness and understanding leading to targeted and measurable social behavior changes.
- Effectively implement tactics that support the organization's communication strategies.
- Excellent verbal and written communication skills, including public speaking, written news and feature stories, development of easy-to-understand information summaries, and news interview abilities.
- Competence, experience and knowledge of media relations practices.
- Excellent analytical and research skills.
- Outstanding written and oral communication skills.
- Ability to meet strict deadlines.
- Commitment of time outside the regular workday schedule to meet necessary deadlines, provide advice and counsel to district administration, complete current job assignments and maintain customer satisfaction.
- Ability to demonstrate consistent work ethic and respect necessary to maintain a cooperative and cohesive work environment.
- Ability to maintain regular attendance.
- Ability to exhibit and maintain a professional manner at all times.
- Ability to manage one's own work as well as directing the work of others as necessary and balancing multiple concurrent assignments.
- Ability to quickly understand global concepts, prioritize and make sound decisions about where to apply resources.
- Computer literate.
- Capable of working effectively and cooperatively with people from diverse ethnic and educational backgrounds.
- 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.
- Ability to promote and follow Board of Education policies, district policies and building and department procedures.
- 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.
- Proficiency in the Google platform including Google Docs, Google drives, Google Sheets, Google Calendar, Google Analytics (web page analytics), G-mail as well as In-design, web content management system software, Excel, Powerpoint, Visme presentation software (preferred), and various social media platforms and audience engagement tools.

**MATERIALS AND EQUIPMENT OPERATING KNOWLEDGE:**

- Normal office equipment such as personal computer, printer, copier, phone system, e-mail, cell phone

**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 media situations at any district site including construction sites.

**CERTIFICATES, LICENSES, & REGISTRATIONS:**

- Must possess a valid Colorado driver's license.

**SUPERVISION/TECHNICAL RESPONSIBILITY:**

- Supervises the communications specialist (bond program)

**DIVERSITY OF DUTIES:**

- Will work independently, but in collaboration with all levels of District staff – primarily construction and bond program staff and communication staff.

*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 and on construction sites. **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 daily