

**27J SCHOOLS
EXEMPT POSITION JOB DESCRIPTION**

Job Title: Director of Communications
Last Modified: December 2020
Work Year: 12 months
Department: Superintendent's Office
Reports To: Superintendent

SUMMARY: Plan, organize and direct district communications, including public relations, strategic communications, marketing and awareness activities to enhance community understanding of 27J Schools' mission, goals, objectives, services and activities. Manage major district staff announcements, family communications, media relations, strategic publications, website communications, social media, public engagement, governmental relations, crisis communications and community outreach. Advise and support the Superintendent, Board of Education and district staff regarding internal and external communications. Supervise and evaluate the performance of assigned personnel.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following:

20% **Leadership:** Provide support to district leadership to build and maintain public support for public education and the school system. Lead strong, vision-focused, service-oriented team of professionals across all aspects of media, internal and external communications, multicultural outreach, web design and communications and marketing. Manage the leadership team's public communications and the District's brand through well-developed internal communications, public affairs, crisis communications and marketing plan and strategy. Develop, direct, and evaluate the District's public relations, marketing, communications, and public affairs strategy; execute effective campaigns/programs on a local, state, and national basis, with major emphasis on employee communications and communications between the District and the community. Serve as public relations counsel and advisor to the Superintendent, and serve on the Superintendent's Cabinet and Executive Staff. Attend meetings of the Board of Education, district-wide meetings/events, school based meetings/events and community meetings/events to gather and disseminate information about the district.

20% **Administration and Management:** Plan and administer District-wide functions as designated by the Superintendent. Develop and monitor program's annual objectives, performance measures, and budgets. Plan, develop, and maintain effective processes and channels of communication with internal and external audiences. Develop communication strategies, tactics, and action plans for all major 27J initiatives, and serve as a public relations consultant to key District committees. Work collaboratively with administrators, staff members, and community volunteers in planning/developing public relations programs and strategies for both one-way and two-way communications with diverse constituents. Manage the operations of the Communications Department, with direct responsibility for department personnel, budget, materials, and equipment. Supervise, evaluate, and hold accountable the performance and professionalism of assigned staff; interview and select employees; plan, coordinate, and arrange for appropriate professional development opportunities for assigned staff.

20% **Marketing/Communications:** Develop and implement high-quality communications and marketing programs that effectively promote the district and its services. Direct strategic internal and external communication plans and activities. Provide leadership and training to district staff related to effective communications and marketing. Develop and implement marketing and branding strategies.

20% **Media Relations:** Lead the development and delivery of news to broadcast, print, and online media to create media coverage of the District on a daily basis. Serve as a liaison between the District and the media, and serve as the District's chief spokesperson, handling sensitive and controversial issues. Develop, coordinate, and monitor the crisis communication plan and implementation. Organize press conferences

and the release of information to the media and the public. Develop and maintain working relationships with community leaders, organizations, and members of the media.

15% **Community Engagement:** Implement comprehensive public engagement plans centered on building relationships with external and internal, targeted audiences in order to shape public opinion and behaviors in support of the district and its initiatives. Oversee and assist in the development and implementation of public engagement and community outreach activities and events. Listen to and analyze the concerns of the public.

5% 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:

A BA/BS in English, marketing, public relations, communications, journalism or a related field. A Master's degree or equivalent experience and professional development in communications, public relations, marketing, public policy administration or related field preferred.

EXPERIENCE:

Ten (10) years of accomplished strategic communications experience of increasing scope required, preferably with some experience at a public agency or with a large, complex organization.

SKILLS, KNOWLEDGE, & EQUIPMENT:

- Proven experience as a leader in communicating with a diverse community
- Experience in leading and managing a team of communications professionals
- Experience working proactively with media, establishing influential productive working relationships
- Experience functioning successfully as a communications strategist and spokesperson in a politically charged environment
- Fiscal accountability and budget management experience
- Outstanding oral and written communications skills

CERTIFICATES, LICENSES, & REGISTRATIONS: Must possess a valid Colorado driver's license.

SUPERVISION/TECHNICAL RESPONSIBILITY: This position supervises three employees (Communications Specialist, Digital Communications Manager and Multimedia Production Specialist).

JUDGMENT AND DECISION: This position will participate in and make recommendations to District leadership on strategic communication decisions.

DIVERSITY OF DUTIES: This position will work independently, but in cooperation with all levels of District 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: The employee is occasionally required to work in outdoor weather conditions.

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