

Community Relations Director

Purpose Statement

The Community Relations Director provides leadership in the development, overall strategy, implementation, and evaluation of an effective, creative, and comprehensive system-wide communications plan supported by the district Communications Department.

Supervisory Relationship

Reports to: Superintendent

Essential Functions

- **Data Compilation:** Compile data from various sources (e.g., community groups, Board, staff) to analyze issues, ensure compliance with policies, and monitor program components.
- **Consultation:** Consult with departments on internal/external communications and the production of publications and presentation materials to ensure compliance with district policies and procedures.
- **Public Relations Activities:** Coordinate public relations activities such as employee recognition programs and district fundraisers.
- **Meetings and Workshops:** Facilitate meetings, workshops, and seminars to identify issues, develop recommendations, support staff, and represent the district.
- **Program Oversight:** Oversee assigned programs and departmental responsibilities, including managing the website, public cable television channel, marketing materials, newsletters, and social media, to achieve organizational objectives and ensure compliance with legal and financial requirements.
- **Professional Development:** Participate in meetings, workshops, seminars, and conferences to convey and gather information required for administrative responsibilities.
- **Personnel Management:** Perform personnel functions, including recruiting, interviewing, hiring, evaluating, training, and supervising staff, to maintain adequate staffing and enhance productivity.
- **Document Preparation:** Prepare a wide variety of documents and materials (e.g., press releases, newsletters, service guides, annual reports) to document activities, convey information, meet compliance requirements, and provide supporting materials.
- **Collaboration with HR:** Collaborate with Human Resources on preparing documents and supporting materials for engaging associations, diversity-related organizations, and district recruitment efforts to build a strong talent pipeline.
- **Issue Response:** Respond to issues and inquiries from administrators and educators regarding program development, implementation, and evaluation, recommending or implementing action plans to resolve issues.
- **Media and Public Liaison:** Serve as a liaison between the district and media representatives, community organizations, and the public to convey information, publicize events, and enhance district-community relationships.
- **Adhere to School Policies:** Follow school policies and procedures.
- **Attendance:** This position requires prompt and consistent attendance.
- **Perform Other Duties:** Undertake additional tasks as assigned to support the effective operation of the work unit.

Job Requirements: Minimum Qualifications

Skills

- Effective oral, written, and listening communication skills.
- Ability to respond to inquiries from parents, staff, and others.
- Proficiency in public speaking and presenting to various audiences.

- Strong problem-solving and decision-making skills.
- Ability to establish and maintain professional working relationships.
- Proficiency with computer systems and software applications.
- Knowledge of current communications research and theory.

Knowledge

- K-12 educational system.
- Organizational and time management.
- Concepts of conflict resolution.
- Pertinent codes, policies, regulations, and laws.
- Current and developing technology in communications.

Abilities

- Schedule and manage numerous activities, meetings, and events.
- Gather, collate, and classify data accurately.
- Work independently and collaboratively with diverse individuals and groups.
- Adapt to changing work priorities and conditions.
- Communicate effectively with wide audiences, including schools, district administrators, the superintendent, Board of Education, news media, and community stakeholders.
- Lead and manage cross-department projects.
- Utilize independent judgment and attention to detail.

Responsibility

Work independently under broad organizational guidelines. Manage a department and monitor budget expenditures. Utilize significant resources from other work units. Continuously impact the organization's services.

Work Environment

Some lifting, carrying, pushing, and pulling. Significant fine finger dexterity. Generally, 60% sitting, 20% walking, and 20% standing. Performed in a generally clean and healthy environment.

Experience

Job-related experience with increasing levels of responsibility required.

Experience in communications, multimedia, journalism, media relations, and public relations.

Leadership experience preferred.

Education

Bachelor's degree in a job-related area.

Clearances

Criminal Justice Fingerprint/Background Clearance.

FLSA Status

Exempt

Salary Grade

PL

Bismarck Public Schools prohibits discrimination and harassment based on a student's, parent's, guardian's, or employee's race, color, religion, sex, gender identity, national origin, ancestry, disability, age, or other status protected by law. The District also provides equal access to the Boy Scouts and other designated youth groups, as required by federal law.