

JOB TITLE: DIRECTOR OF COMMUNICATIONS

QUALIFICATIONS: 1. Bachelor's degree preferred
2. Successful communication experience preferred
3. Other qualification as found satisfactory by the Board of Education

REPORTS TO: Superintendent of Schools

JOB GOAL: To plan and conduct the District's public relations/marketing program designed to support the educational programs and services of the District by keeping the staff, students, and public informed of the District's programs, accomplishments, and point of view in accordance with District policies and procedures.

PERFORMANCE RESPONSIBILITIES:

1. Supervises and coordinates the preparation of school district publications, ensuring quality.
2. Assists the Board of Education in setting, implementing and evaluating public relations/marketing goals.
3. Serves as liaison between the district and the news media, produces and distributes news releases including all print and audio/visual materials.
4. Serves as a consultant in the preparation and production of informational materials prepared by school personnel.
5. Oversees content of district Web site.
6. Plans and designs communication strategies to inform the public about specific problems or situations.
7. Serves as a source of information about the schools to individuals and groups from the community.
8. Attends all School Board and administrative meetings.
9. Assumes other responsibilities assigned by the superintendent.

TERMS OF EMPLOYMENT: Salary and work year to be established by the Board of Education.

EVALUATION: Performance of this job will be evaluated in accordance with provisions of the Board's policy on Evaluations of Support Personnel.

Signed: _____ Date: _____
(Director of Communications)

Signed: _____ Date: _____
(Superintendent)