

Wentzville R-IV School District
Position Description
Locator: 2.45

Position Title: Community Relations Manager

Reports To: Chief Communications Officer

SUMMARY

The Community Relations Manager will develop and deliver professional communications and will assist with internal and external communication for the dissemination of information regarding the Wentzville School District's programs and services.

QUALIFICATIONS/REQUIREMENTS

The Community Relations Manager shall possess strong social media, photography and video editing skills as well as strong communication, interpersonal, web design and overall technical skills. Experience in community relations and communications is preferred. Bachelor's degree is required.

ESSENTIAL JOB DUTIES

- Produce, record and edit video projects to be featured on WSD digital channels and websites.
- Works with CCO to analyze and develop content for the district's social media platforms including Facebook, Twitter, Instagram, YouTube and emerging platforms.
- Evaluate and update social media guidelines and provide training/support to schools, new teachers and district departments.
- Update district website as necessary with timely information.
- Monitor school sites to ensure information is up to date and accurate and support school webmasters with content and training.
- Writes, edits, and distributes an electronic district and staff newsletter.
- Prepares news releases and photographs for release to the press and for special publications.
- Supports the CCO in the planning, organization, and direction of an informational campaign for tax levy and bond issue elections.
- Works with building administrators and teachers to develop a successful building level communications plan.
- Assists CCO with annual Communication and Parent Satisfaction surveys.
- Produce annual tracking report to measure digital media and news media placement as it relates to strategic communications goals, key messages and the WSD's strategic plan.
- Assists CCO with content strategy and production of content for WSD mobile app.
- Assists with annual employee recognition programs including the Teacher of the Year, Support Staff Employee of the Year, and District Awards Banquet.
- Supports community engagement meetings designed to inform stakeholders about school programs and activities, including GPS, CSIP, and the Superintendent's Roundtable.

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- Assist with coordination of annual Community Relations events including Back to School Fair, Holiday Assistance Program and District Awards Banquet.
- Prepares formal presentations for district events.
- Coordinates recognition for monthly Board of Education meetings.
- Attends monthly Board of Education meetings.
- Coordinates employee intranet content.
- Provide ongoing training on latest digital media trends and best practices for teachers, administrators and all communications department staff.
- Create resources for employees and students, including tutorials on video production.
- Assists CCO with response to emergency school closings as well as crisis situations.
- Participates in the regional & state associations dedicated to improving school communications.
- Assists in coordination of the district's services to the community.
- Orders necessary materials.
- Publicizes and supervises program operations.
- Evaluates Media Resource Specialists.
- Represents the district at appropriate state and local meetings.
- Provide Peachjar software training for school staff and PTO/PTA leaders.

OTHER DUTIES AND RESPONSIBILITIES

Performs other duties as assigned by the Chief Communications Officer.

ADA COMPLIANCE

The essential functions contained in this job description are in compliance with the Americans with Disabilities Act (ADA) and are not an exhaustive list of the duties performed for this position, the additional duties and responsibilities listed are performed by the individuals currently holding this position and additional duties may be assigned when appropriate.

TERMS OF EMPLOYMENT

The Community Relations Manager shall be employed on a twelve-month basis with two weeks of vacation. Salary for the position will be established annually.

EVALUATION

Performance of this position will be evaluated annually in accordance with the district policy on evaluation of support staff personnel.