

JOB DESCRIPTION

PATERSON BOARD OF EDUCATION

PUBLIC RELATIONS

**4811 Executive Director of Information Services
& Special Assistant to the Superintendent**

Page 1 of 5

JOB TITLE: **Executive Director of Information Services & Special Assistant to the Superintendent**

REPORTS TO: **Superintendent of Schools**

SUPERVISES: **Office of Communications**

NATURE AND SCOPE OF JOB:

The Executive Director of Information Services facilitates an open exchange of information between the school district and all internal and external stakeholders. He or she directs a purposeful effort to share district successes that are designed to advance the district's vision and mission and are important for maintaining a quality education program. The Executive Director of Information Services, guided by district policy and the Superintendent of Schools, coordinates district efforts to maintain contact with the various media and the public at large. The Executive Director is also responsible for supervision and direction of the Communications Department who oversee multiple communication channels including the district's website, social media outreach, newsletters, annual reports, and photography. He or she may also supervise additional operational areas as directed by the Superintendent.

The Executive Director of Information Services must have a repertoire of administrative, creative and interpersonal skills which work to keep the district, district staff and students informed and aware.

QUALIFICATIONS:

The Executive Director of Information Services shall:

1. Hold a Master's Degree from an accredited college or university, preferred.
2. Have a minimum of ten (10) years experience in Marketing, Education or related field.
3. Have a valid New Jersey instructional certificate (desirable but not required).
4. Hold and maintain a valid driver's license with no serious violations.
5. Have excellent integrity and demonstrate good moral character and initiative.
6. Exhibit a personality that demonstrates interpersonal skills to relate well with students, staff, administration, parents and the community.

JOB DESCRIPTION

_____ PATERSON BOARD OF EDUCATION

PUBLIC RELATIONS

**4811 Executive Director of Information Services
& Special Assistant to the Superintendent**

Page 2 of 5

7. Demonstrate the ability to communicate effectively in English, both orally and in writing, using proper grammar and vocabulary.
8. Ability to work with a diversified school District, bilingual a plus.
9. Provide proof of U. S. citizenship or legal resident alien status by completing Federal Form I-9 in compliance with the Immigration Reform and Control Act of 1986.
10. Provide evidence that a criminal record history check has been conducted and clearance has been given by the Department of Education. During the initial six month period provide a sworn statement that the individual has not been convicted of a crime or a disorderly person's offense in accordance with 18A:6-7.1.
11. Provide evidence that health is adequate to fulfill the job functions and responsibilities, with reasonable accommodation pursuant to 42 U.S.C. 12101 and in accordance with N.J.A.C. 6:3-4A.4.
12. Pass the state required Mantoux Intradermal Tuberculin Test as required by N.J.A.C. 6:3-4A.4.
13. Meet such alternatives to the above qualifications as the Superintendent may find appropriate and acceptable.

VERIFICATION OF COMPETENCY:

1. District application and resume.
2. Official college transcript.
3. A minimum of three letters of reference from former employers or other professional sources.
4. Employment interview.

EMPLOYMENT TERMS:

The Executive Director of Information Services shall be employed under the following terms:

1. Work year of twelve months.
2. Salary, benefits, leaves time and conditions as negotiated.
3. Conditions established by all laws and codes of the State, and all policies, rules, and regulations established by the Board of Education (N.J.S.A. 18A:27-4 et. seq.).

JOB DESCRIPTION

PATERSON BOARD OF EDUCATION

PUBLIC RELATIONS

**4811 Executive Director of Information Services
& Special Assistant to the Superintendent**

Page 3 of 5

JOB FUNCTIONS AND RESPONSIBILITIES:

The Executive Director of Information Services shall:

1. Review, modify and present district policy for public information to the Superintendent of Schools for approval.
2. Supervise and direct the Department of Communications and any other operational areas as determined by the Superintendent to ensure efficient and effective operations that support district priorities.
3. Respond to media inquiries with accurate information; serve as district spokesperson as needed with proactive outreach or crisis management.
4. Facilitate interviews with district personnel as necessary.
5. Maintain district website and social media content, and supervise a consistent flow of timely information to all stakeholders.
6. Create and distribute a newsletter regarding district activities at regular intervals as established by the Superintendent.
7. Create and air a weekly public access cable television program and announcements featuring district activities.
8. Prepare clear and concise reports, news releases, media advisories, and other internal and external communications as needed.
9. Support fellow district leadership and other staff in meetings or media events as needed.
10. Review and recommend changes appropriate to the maintenance of a positive district image to fellow cabinet level staff.
11. Develop and maintain a district calendar for staff and students.
12. Display ethical and professional behavior in working with students, parents, school personnel, and outside agencies associated with the school.
13. Serve as a role model for students and staff in demonstrating positive attitudes, appropriate attire and grooming, and an effective work ethic.
14. Participate in appropriate in-service and workshop programs and attend all required meetings.
15. Use computers and/or electronic equipment to fulfill job functions.
16. Protect confidentiality of records and information about staff, and use discretion when sharing any such information within legal confines.

JOB DESCRIPTION

PATERSON BOARD OF EDUCATION

PUBLIC RELATIONS

4811 Executive Director of Information Services
& Special Assistant to the Superintendent

Page 4 of 5

17. Adhere to federal statutes and regulations, New Jersey school law, construction codes, State Board of Education rules and regulations, Board of Education policies and procedures, and contractual obligations.
18. Perform any duties and responsibilities that are within the scope of employment, as assigned by the Superintendent, and not otherwise prohibited by law or regulation.

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential responsibilities and functions of the job and are not meant to be all inclusive. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential responsibilities and functions of the job.

Unless reasonable accommodations can be made, while performing this job the staff member shall:

1. Use strength to lift items needed to perform the functions of the job.
2. Sit, stand and walk for required periods of time.
3. Speak and hear.
4. Use close vision, color vision, peripheral vision and depth perception along with the ability to focus vision.
5. Communicate effectively in English, using proper grammar and vocabulary. American Sign Language or Braille may also be considered as acceptable forms of communication.
6. Reach with hands and arms and use hands and fingers to handle objects and operate tools, computers, and/or controls.

ENVIRONMENTAL DEMANDS:

The environmental demands described here are representative of those that must be met by an employee to successfully perform the essential responsibilities and functions of the job and are not meant to be all inclusive.

1. Exposure to a variety of childhood and adult diseases and illnesses.
2. Occasional exposure to a variety of weather conditions.
3. Exposure to heated/air conditioned and ventilated facilities.
4. Exposure to a building in which a variety of chemical substances are used for cleaning, instruction, and/or operation of equipment.

JOB DESCRIPTION

PATERSON BOARD OF EDUCATION

PUBLIC RELATIONS

4811 Executive Director of Information Services
& Special Assistant to the Superintendent

Page 5 of 5

5. Function in a workplace that is usually moderately quiet but that can be noisy at times.

EVALUATION:

The Superintendent of Schools shall evaluate the Executive Director of Information Services and Special Assistant to the Superintendent in accordance with Policy No. 4220, Regulation No. 4220, this Job Description, and such other criteria as shall be established by the Board of Education.



Approved



Date