Job Description
MOORE PUBLIC SCHOOLS

Job Title: **Director of Communications and Community Relations**

Qualifications:

Credentials: Job experience in the field of public relations preferred

Education: Bachelor's degree, Journalism and/or related field preferred

Training/Experience Required: Minimum of three (3) to five (5) years of public relations or marketing preferably in public education.

Special Skills, Knowledge, Abilities:
Communication Skills (oral, written, or business): Basic communication skills to exchange information, give/receive instructions, and respond to inquiries. Includes filling out forms and knowledge of grammatical structure and vocabulary for preparing correspondence from rough draft or proofing of completed material. Communicates in clear, grammatically correct English. In addition, composes correspondence; trains and directs others; provides complex instructions; and conducts interviews. In addition, must use creativity; make public speeches or presentations, or provide complex letters or reports. In addition, proficient with current technology for the performance of duties, including graphic design and publication/print software.

Data Recording/Record Keeping: Performs data recording/record keeping operations, determining what changes need to be made to existing records, including computerized records.

Mathematical Skills: Performs routine computations requiring knowledge of addition, subtraction, multiplication, and division using whole numbers, fractions, decimals, and/or percentages.

Reading and Interpreting: Reads and interprets complex written or printed materials such as ordinances, resolutions, policies and procedures, complex diagrams, plans, contracts, and regulations.

Job Goals (Purpose of Position): This position is a planned and systematic management function designed to improve the programs and services of the school district by integrating the school system with the MPS community. It is responsible for the coordination of a comprehensive two-way communication process involving both internal and external publics, with the goal of creating a better understanding of the role, objectives, accomplishments, and needs of the school district. Performs professional-level duties under the limited supervision of the Superintendent to generate a climate of understanding of the district's efforts in providing quality education for all students, allocation of resources, and student/staff performance.

Contact with Others: An incumbent in this position has regular contact with persons inside and outside the district, which requires tact and diplomacy and independent judgment, such as

problem-solving, making formal presentations, and interpreting policies and procedures based on experience. Much of the job requires interpreting and translating facts and information in a way that informs the public and places the district's vision and programs in a positive light in the community.

Performance Expectations: It is essential that the incumbent uses creativity, initiative, and effective problem-solving in developing news releases, written publications, and other information. The incumbent/employee will need to be customer-focused to resolve problems effectively. Manage information and communications with staff and the public effectively. Conduct short and long-range planning to set and/or attain district goals and objectives. Demonstrate leadership by being a good role model to reinforce productive and customer-focused behavior; use creativity, innovation, and initiative to identify solutions to problems. Be a team player with co-workers, subordinates, other managers, and community leaders to accomplish district objectives or goals. Contribute to the quality of district programs, including extracurricular programs; be involved in personal growth and development.

Essential Job Functions (Performance Responsibilities):
1. Manage the district communications team and implement internal and external communication strategies that support the district's strategic plan.

2. Supervise and coordinate the preparation of all school district publications (except student publications), including such publications as recruitment brochures, orientation brochures for new teachers and staff members, information brochures for the parents of students new to the district, and the like.

3. Sets annual objectives for the district's public information program and plans budget for meeting objectives.

4. Maintain relationships with local news media, respond to relevant requests and serve as district spokesperson when appropriate. Supervise media notifications and interviews with school site employees.

5. Maintain open lines of communication with all community organizations and provide prompt responses to requests for public information about the district, its policies, and its programs.

6. Supervise and/or produce communications such as news releases, videos, social media, websites, speaking points, and newsletters.

7. Pursue avenues to enhance community support and promote the district's image.

8. Send news releases about school and Board activities to the various news media.

9. Serve as public relations counsel to the Superintendent, Administration, and Board of Education.

10. Maintains and regularly updates a file of community organizations and their officers, mailing lists of residents, and mailing lists of community groups with clearly expressed interests in educational affairs.

11. Assist the superintendent in explaining public opinion to the staff of the school system.

12. Speaks at public meetings on issues of general or specific pertinence to district schools and programs at the request of the superintendent.

13. Performs other duties as designated by the Superintendent.

Supervision Exercised: As designated by the Superintendent.

Reports To: Superintendent or Designee

Physical/Mental Requirements and Working Conditions:
This is an office/administrative job with few, if any, physical/mental requirements other than those included in the essential functions. May, on occasion, be required to lift and transport various equipment.

Terms of Employment: 250 day

Salary: Set by Board

Evaluations: Performance of the job will be evaluated in accordance with the provisions of Board policy.

Approved 04/08/2019