

Columbia Public Schools

Excellence in Education for All Students

Job Description

POSITION PROPERTIES

Position Title: Communications Manager
Schedule / Grade: Salaried Support/Grade 6
Job Code: 01ADSUP575
FLSA: Exempt
Calendar: ADSUP-S
Benefits: Eligible (Retirees not Eligible)
Contract Type: Notification
Bargaining Unit: None
Revised Date: 03/30/2026

PURPOSE

Supporting the Chief Communications Officer in aspects of the district's strategic communication plans with a focus on engagement, community relations, public/media relations and creating and maintaining a robust print and online presence.

ESSENTIAL RESPONSIBILITIES AND DUTIES

- Assist the Chief Communications Officer in executing the overall communications and community relations functions for the department.
- Manage special projects assigned by the Chief Communications Officer.
- Serve as a point of contact for content development for district publications, promotional materials, and web and digital presences.
- Write, copyedit, and update content for publication for multiple communication platforms, including print, digital, and video publications.
- Assist in media and social media efforts, including media monitoring.
- Assist in crisis communication management.
- Assist in media relations.
- Develop internal and external messaging and communication plans in support of various elements in the district's strategic communication plan.
- Manage and maintain district style guidelines.
- Help plan and coordinate events, including serve as an event liaison and photographer for multimedia and content development.
- Promote district-wide activities and programs.
- Help provide public information to both internal and external audiences.

- Help develop, monitor, and track progress toward district and department goals and communications plans.
- Perform light research when necessary for media and special projects.
- Work with the community relations team to ensure district procedures, policy and guidelines are followed.
- Attend and/or lead various meetings may include evenings and/or weekends.
- Represent the district on various committees and boards as designated by the Chief Communications Officer.
- Excellent verbal, written, and interpersonal communication skills.
- Knowledge of Associated Press style and copy-editing standards.
- Knowledge of the Missouri Sunshine Law and records request processes.
- Proficiency with current technology for performance of duties including graphics design and publication/print software.
- Experience in photography and videography.
- Excellent analytical, critical thinking and judgement skills.
- Excellent organizational skills and demonstrated ability to have attention to detail.

Perform other duties as necessary to support the mission and vision of Columbia Public School District.

DISTRICT EXPECTATIONS

All employees of the District are expected to adhere to the policies and regulations of the Board of Education, maintain appropriate certification and competencies necessary for the position, and demonstrate the values of the district at all times. For information on policies, regulations and values, visit <http://www.cpsk12.org>

REPORTING RELATIONSHIPS

Reports To: Chief Communications Officer

Supervises: N/A

QUALIFICATIONS

Minimum: Bachelor's degree in public relations, marketing, journalism, law, or related communications field; 3 years of previous related experience; proven track record managing multiple projects simultaneously and adhere to tight deadlines. Must be able to use design programs: Photoshop; Adobe Illustrator.

Preferred: Previous experience in public school/community relations. Video Editing Software knowledge is a plus, such as Adobe Premiere, Final Cut, or AVID Media Composer.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills and

abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

ADA REQUIREMENTS

Language: Present information to teachers, staff, other administrators, and boards. Respond to common questions and concerns. Interview students, staff, and teachers. Read, analyze, and interpret professional journals, memoranda, policies, administrative procedures, and statutes. Write business correspondence, including staff memoranda and newsletter articles. Keep information confidential when required by law, policy, or the nature of a particular situation.

Computation: Work with mathematical concepts, such as probability and statistical inference, and analyze data for instruction. Apply concepts such as fractions, percentages, ratios and proportions to practical situations. Perform computer word processing (including spreadsheets) and internet research. Access and create reports using the Districts student information software and databases.

Reasoning: Define problems, collect data, establish facts, and draw valid conclusions. Solve a variety of problems in many different situations. Interpret instructions presented in written, oral, diagram or schedule form. Demonstrate executive functions such as planning, organizing, remembering, and regulating information and behavior as they pertain to student performance and achievement.

Technology: Present information using a variety of media/technology sources. Access and create reports using the District's student information software and databases. Readily utilize smart boards, projectors and other instructional technology provided by the district. Adhere to all District policies and procedures regarding technology use. These are essential functions of the job.

Physical demands: Requires sedentary work involving standing or walking for brief periods, exerting up to 10 pounds of force on a regular basis, and considerable dexterity in operating office equipment. Consistent and regular attendance is an essential function of this position including attending Board meetings, student activities and events. Weekends or in evening hours are common.

Environmental conditions: The work environment is consistent with a typical office environment; however, they will occasionally be outside in temperatures below freezing and above 100 degrees. The individual who holds this position is frequently required to work irregular or extended hours.

Prospective and current employees with disabilities are encouraged to contact human resources to discuss reasonable accommodations to perform the essential job functions.

Equal Opportunity Employer