**CLASS TITLE:** Director of Public Relations & Visible Technology

**REPORTS TO:** Superintendent

**EXEMPT STATUS:** N/A

**APPROVED:**

**BASIC FUNCTION:**

To affirm our unique district identity within our internal community as well as to represent and communicate our programs externally.

To this end, the Director leads key projects to improve communications with our parent community, our general community, the faculty, and the education community at the local, regional, state, and national level. Additionally, the Director takes ownership of communications with the media, including developing a crisis communication plan, and works to promote our school leaders as education and community leaders by arranging speaking and presentation opportunities at conferences/workshops/panel discussion within the local community and the education community at regional, state, and national levels.

**REPRESENTATIVE DUTIES:**

* Develop, implement, and oversee a creative style guide.
* Oversee the content and layout of the Garrard County Schools website. Review school website content and layout.
* Work closely with Administrators to know what is happening around the district and the schools and maintain a strategic presence for Garrard County Schools on all social media channels.
* Advise teachers on classroom/teacher communications to families.
* Working with other Administrators, conceive, write and produce marketing materials and manage all print, digital, broadcast, and outdoor marketing.
* Oversee all media, publicity, and marketing efforts for the district and schools.
* Develop and maintain an archive of news items and digital images for use online, in print, and on campus.
* Chair the Crisis Communications Team, writing, developing, updating, maintaining, and implementing as needed, procedures and protocol for communicating with families and media during a crisis.
* Attend key district functions, posting any news copy and social media coverage of the event.
* Serve as a member of the Administrative Leadership Team.
* Provide weekly technology updates to teachers and staff via a Ted Talk type presentation. Digital Learning Coach (DLC).
* Periodically prepare presentations and report efforts and progress to the Board of Education as needed.
* Bring a strong voice to the Administrative Leadership Team to ensure that program decisions are integrated with the district’s communication strategy and that the district’s communication strategy is integrated with program decisions.
* Development and management of an online Human Resources platform.
* Development and management of an online Certified Evaluation platform.
* Development and management of an online Common Assessment platform.

**KNOWLEDGE AND ABILITIES:**

**KNOWLEDGE OF:**

* Methods, practices and procedures of public relations.
* Social Media processes and procedures.
* Crisis Team management

**ABILITY TO:**

* Perform daily social media posts.
* Perform daily website reviews and updates.
* Develop webcasts and podcasts.
* Develop and provide teacher technology updates.
* Understand and carry out oral and written directions.
* Establish and maintain cooperative working relationships.

**PHYSICAL DEMANDS:**

The physical requirements indicated below are examples of the physical aspects that this position classification must perform in carrying out essential job functions.

* Person performing service in this position classification will exert 10 to 20 pounds of force frequently to lift, carry, push, pull, or otherwise move objects.
* This type of work involves sitting, walking standing and moving.
* Perceiving the nature of sound, near and far vision, depth perception, providing oral information, the manual dexterity to operate business related equipment, and handle and work with various materials and objects are important aspects of this job.

Reasonable accommodation may be made to enable a person with a disability to perform the essential functions of the job.

**EXPERIENCE AND EDUCATION:**

* Teaching Certification
* Communication course work; or, on-the-job experience in communication in an education setting

**SALARY:**

* Teacher salary plus 54 days