

TITLE: DIRECTOR OF COMMUNICATIONS

QUALIFICATIONS:

1. Bachelor's Degree in Public Relations, Communications or related field
2. Two years professional experience in a public relations program or department in an educational setting
3. Knowledge of legal mandates, policies, regulations, and guidelines pertaining to the distribution of news and public information
4. Knowledge of methods, techniques, and procedures pertaining to the preparation of news releases, news copy, promotional brochures, and other informational materials
5. Demonstrated ability to use personal computers and various word processing and spreadsheet software applications
6. Demonstrate effective planning, organizational and communication skills
7. Possess effective interpersonal skills

BASIC FUNCTION:

Under general direction, to plan, organize, develop, and disseminate information and publicity pertaining to the various District events, functions, and activities; to establish and maintain cooperative relationships with news media groups; to assist in the design, layout, and editing of news releases, publications, and promotional materials; and to do other related work as directed

REPORTS TO: Superintendent

SUPERVISES: Not applicable

REPRESENTATIVE DUTIES:

- Direct Comprehensive public information office effort
- Direct community Public Relations program
- Assist the superintendent with Public Relations/Media issues
- Help coordinate technology initiatives related to communications
- Plan, monitor, and evaluate the public relations program
- Package school district goals and objectives for distribution to internal and external publications
- Serve on the superintendent's cabinet as public relations administrator
- Coordinate information dissemination for school programs
- Prepare internal and external communications materials
- Conduct training in public relations and media interviews for administrators and teaching staff
- Coordinate relations with news media including responding to requests from reporters as well as issuing news releases; serve as district spokesperson
- Coordinate district wide publications from concept to completion
- Serve as communications liaison between print and electronic media and the superintendent/staff members
- Be well informed about school programs and activities as a basis for communication needs
- Develop communications plans for curriculum adoptions, etc.
- Perform other functions as directed by the superintendent

CRITICAL SKILLS/EXPERTISE REQUIRED:

KNOWLEDGE OF:

- Principles and techniques of preparing, producing and disseminating public information.
- Principles and techniques of establishing and maintaining positive public and community relations.
- Methods and techniques of preparing and printing informational publications.
- Channels of news distribution.
- Basic communication law and broadcast regulations.
- Modern office practices, procedures, and equipment.
- Correct English usage, grammar, spelling, punctuation and vocabulary.
- Interpersonal skills using tact, patience and courtesy.
- District organization, operations, policies, and objectives.
- Applicable sections of State Education Code and other applicable laws.
- Technical aspects of field of specialty.

ESSENTIAL JOB FUNCTIONS:

ABILITY TO:

- Maintain regular and predictable attendance.
- Develop and coordinate, direct and implement public policies and administrative procedures.
- Communicate and coordinate activities with District media personnel.
- Advertise and publicize the diverse programs, services, events, and activities of the District.
- Plan, organize and implement effective public information, relations and marketing program for the District.
- Communicate effectively with the media and cable television representatives.
- Write and edit clear, concise, accurate and effective informational materials for public distribution.
- Work independently with little direction.
- Establish and maintain cooperative and effective working relationships with others.
- Analyze situations accurately and adopt an effective course of action.
- Meet schedules and time lines.
- Use effective public speaking skills.

TERMS OF EMPLOYMENT:

- Work year is comprised of 238 days employment with 10 paid holidays as designated by current school calendar and board policy
- Salary as established by Board of Education
- Sick leave, emergency leave, and personal leave as stated in board policy

EVALUATION:

Performance of this job will be evaluated in accordance with provisions of the Board's policy on Evaluation of Classified Personnel

PHYSICAL DEMANDS: ■

	Seldom/Rare	Occasional (Up to 1/3 of work day)	Frequent (1/3 to 2/3 of work day)	Repetitive (2/3 or more of work day)
Standing/Walking	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Sitting	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Handle/Finger/Feel	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Reach/Push/Pull	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bend/Stoop/Crouch	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kneel/Crawl	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Climb/Balance	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lift/Carry (Check Frequency)				
<input type="checkbox"/> Up to 10 lbs.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Up to 20 lbs.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Up to 50 lbs.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Up to 100 lbs.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Over 100 lbs.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The statements herein are intended to describe the general nature and level of work being performed by employees assigned to this job classification. They are not intended to be a complete list of responsibilities, duties and skills required of personnel so assigned. Responsibilities and duties assigned are at the discretion of the supervisor.

Signature

Date

Print Name

Last 4 Digits SS#