

Board Policy

Code No. 304.5E5

ADMINISTRATIVE DUTIES – DIRECTOR OF COMMUNICATIONS

TITLE: DIRECTOR OF COMMUNICATIONS

QUALIFICATIONS:

1. Bachelor's degree with emphasis in communications and public relations or equivalent experience.
2. Knowledge of public relations process, communications program management, and marketing fundamentals.
3. Strong speaking, writing, and editing skills.
4. Strong organizational and leadership skills.
5. Ability to relate well with people.
6. Ability to become knowledgeable regarding the communities served
7. Knowledge of and ability to apply technology in managing data and producing publications.
8. Knowledge of photography and basic professional publishing techniques.
9. Ability to become knowledgeable about the various programs and services offered by the District.
10. Ability to meet deadlines.
11. Ability to identify and accomplish goals.
12. Independent, self-starter with much initiative.

REPORTS TO: Superintendent of Schools

SUPERVISES: Print Shop Operator

JOB GOAL: Provide leadership and expertise in planning, implementing, coordinating, and evaluating District-wide school/community communications and public relations program.

Willingness to participate in advanced training and development as needed.

PERFORMANCE RESPONSIBILITIES:

1. Makes decisions and demonstrates leadership that support the mission, goals and interests of the district and of students.
2. Serve on Superintendent's cabinet
3. Direct District Communication Program
 - a. Develop/implement/update District Communication Plan, including Crisis Management Plan;
 - b. Update and maintain District website;
 - c. Conduct District satisfaction survey and oversee communication related research;
 - d. Serve as Editor of District Publications: Community Newsletter, Staff Newsletter, Annual Report, Community Calendar and Information Booklet and District Brochures;
 - e. Lead District marketing initiatives;
 - f. Coordinate District publicity/promotion, press releases, photographs, public access television information and video productions; and
 - g. Oversee Communications/Public Relations line item budget

4. Represent the Board and Superintendent at various functions.
5. Provide Strategic Planning leadership as appropriate.
6. Designs and manages District web site.
7. Coordinate staff recognition efforts including the staff welcome back, employee of the quarter, end-of-year luncheon, etc.
8. Serve as District United Way liaison.
9. Perform other duties as assigned.

EVALUATION: Performance of this job will be evaluated in accordance with provisions of District policy.

*Revised: June 19, 2006
January 11, 2010*

*Reapproved: June 19, 2006
January 11, 2010*