

COMMUNICATIONS DIRECTOR

Purpose Statement

The job of Communications Director was established for the purpose/s of coordinating the community relations program and related activities; providing information to others; serving as a spokesperson for the school system; and administering the school systems information and community relations program, community outreach, business/school partnerships and cable television broadcasting.

This job reports to Chief Operating Officer

Essential Functions

- Advises school board, staff, and administrators when delivering messages to the media for the purpose of promoting a positive image of the District during times of crisis.
- Compiles data from a wide variety of sources (e.g. staff, public agencies, media, etc.) for the purpose of analyzing issues, ensuring compliance with established policies and procedures, and/or monitoring program components.
- Coordinates a variety of activities (e.g. recognition programs, special events, media relations, community relations, phone notification system, communications dept., etc.) for the purpose of delivering services in compliance with established guidelines.
- Coordinates media interviews for the purpose of keeping the media informed of the correct information concerning District activities.
- Develops long and short range plans in relation to assigned administrative responsibilities for the purpose of ensuring organizational objectives are achieved in the most efficient and timely manner.
- Directs the implementation of existing and new programs/services through a combination of delegation and personal involvement (e.g. cable TV programs, e-mail newsletter, media relations, community relations, phone notification system, etc.) for the purpose of ensuring new programs/services are provided within established timeframes in compliance with all related requirements.
- Facilitates meetings that may frequently involve a range of issues (e.g. personnel actions, financial procedures, regulatory requirements, community involvement, actions involving outside agencies, interdepartmental needs, etc.) for the purpose of identifying appropriate actions, developing recommendations, supporting other staff, and serving as a District representative.
- Maintains positive relations with students, principals, parents, school board, staff and community for the purpose of unifying efforts of all concerned.
- Manages assigned program and/or departmental responsibilities for the purpose of achieving outcomes in relation to organizational objectives and ensuring compliance with legal, financial and District requirements.
- Monitors budget allocations, expenditures and related financial activities for the purpose of ensuring that department functions are maintained while complying with all sound accounting practices and district objectives.
- Monitors program/services (e.g. all mass communications and public relations programs for the school district, communications dept. budget, etc.) for the purpose of ensuring stated outcomes are achieved, relevant policies and procedures are met, and services are efficiently provided within budgetary guidelines.
- Oversees high school television programs (e.g. equipment purchases, equipment maintenance, repair schedules, budgets, training, etc.) for the purpose of ensuring programs are run according to district guidelines and meet district objectives.
- Participates in meetings, workshops, trainings, and seminars (e.g. workshops, district committees, seminars, conferences, etc.) for the purpose of conveying and/or gathering information required to perform functions.

- Performs personnel administrative functions (e.g. hiring, training, supervising, evaluating, providing professional development opportunities, etc.) for the purpose of maintaining adequate staff, enhancing productivity of personnel and ensuring department outcomes are achieved.
- Prepares a wide variety of often complex materials (e.g. plans, budgets, funding requests, event programs, news releases, parent and community letters, etc.) for the purpose of documenting activities and issues, meeting compliance requirements, providing audit references, making presentations, and/or providing supporting materials for requested actions.
- Presents information on a variety of topics related to administrative responsibilities (e.g. financial information, overviews of programs/services, policies and procedures, news releases, parent and community letters, etc.) for the purpose of providing general information, training others, and/or implementing actions.
- Researches information required to manage assignments including reviewing relevant policies, current practices, etc. for the purpose of developing new programs/services, ensuring compliance with relevant requirements, securing general information for planning, taking appropriate actions, and/or responding to requests.
- Responds to emergency situations both during and after normal working hours for the purpose of receiving and conveying information needed for effective decision making.
- Responds to issues involving staff, conflicts in policies and regulations, community concerns, parental requests that may result in some negative impact and/or liability if not appropriately addressed for the purpose of identifying the relevant issues and recommending or implementing a plan of action that will efficiently resolve the issue.
- Serves as liaison between the school District and media for the purpose of ensuring accurate information is disseminated.
- Serves as liaison between the School District and County Government for the purpose of determining the effective use of the cable access channel.
- Supports and advises other upper level administrators for the purpose of collaborating with these administrators in achievement of department, program and district goals.
- Trains administrators, staff, school board, teachers for the purpose of teaching them community relations and how to interact with the media.

Other Functions

- Performs other related duties as assigned for the purpose of ensuring the efficient and effective functioning of the work unit.

Job Requirements: Minimum Qualifications

Skills, Knowledge and Abilities

SKILLS are required to perform multiple, technical tasks with a need to occasionally upgrade skills in order to meet changing job conditions. Specific skill-based competencies required to satisfactorily perform the functions of the job include: operating standard office equipment including utilizing pertinent software applications; planning and managing projects; budgeting and financial management; and developing effective working relationships.

KNOWLEDGE is required to perform algebra and/or geometry; review and interpret highly technical information, write technical materials, and/or speak persuasively to implement desired actions; and analyze situations to define issues and draw conclusions. Specific knowledge-based competencies required to satisfactorily perform the functions of the job include: operating digital video and photography equipment; public relations policies and procedures; community resources; and personnel practices.

ABILITY is required to schedule activities, meetings, and/or events; routinely gather, collate, and/or classify data; and use basic, job-related equipment. Flexibility is required to independently work with others in a wide variety of circumstances; analyze data utilizing defined but different processes; and operate equipment using standardized methods. Ability is also required to work with a significant diversity of individuals and/or groups; work with data of widely varied types and/or purposes; and utilize a variety of job-related equipment. Independent problem solving is required to analyze issues and create action plans. Problem solving with data frequently requires independent interpretation of guidelines; and problem solving with equipment is limited to moderate. Specific ability-based competencies required to satisfactorily perform the functions of the job include: communicating with diverse groups; meeting deadlines and schedules; setting priorities; working as part of a team; flexible to changing conditions; making quick and accurate decisions; working with multiple projects; dealing with frequent interruptions and changing priorities; maintaining confidentiality; and facilitating communication between persons with frequently divergent positions.

Responsibility

Responsibilities include: working independently under broad organizational guidelines to achieve unit objectives; managing a department; and monitoring budget expenditures. Utilization of resources from other work units is often required to perform the job's functions. There is a continual opportunity to significantly impact the organization's services.

Working Environment

The usual and customary methods of performing the job's functions require the following physical demands: occasional lifting, carrying, pushing, and/or pulling; some stooping, kneeling, crouching, and/or crawling; and significant fine finger dexterity. Generally the job requires 45% sitting, 45% walking, and 10% standing. The job is performed under minimal temperature variations and under conditions with some exposure to risk of injury and/or illness.

Experience Job related experience within specialized field is required.

Education Bachelors degree in job related area.

Equivalency None Specified

Required Testing

None Specified

Certificates & Licenses

Valid Driver's License & Evidence of Insurability

Continuing Educ. / Training

None Specified

Clearances

Criminal Justice Fingerprint/Background Clearance

FLSA Status

Exempt

Approval Date

Salary Grade