

Marion County Public Schools
Job Description

Position Title: Director of Communications
Department: District
Reports To: Superintendent/Superintendent Designee
Approved By: Marion County Board of Education Date: July 2022

SUMMARY: Under the direction of the Superintendent/Superintendent Designee, improves student achievement through the preparation of District publications, news releases, reports, and other internal and external communication methods; creates, writes and produces electronic communication via video and social media networks; and analyzes and recommends communication strategies and procedures for the District.

ESSENTIAL DUTIES AND RESPONSIBILITIES: Other duties may be assigned.

- Works in partnership with the Superintendent in the development implementation of a District Communications Plan
- Coordinates public information and media relations during emergency situations; coordinate district communications with other agencies when needed
- Prepares publications for distribution both within and outside the District.
- Writes news releases, articles, and news items and edits the copy of other contributors
- Maintains district social media site(s) and updates district website
- Attends School Board meetings and participate in administrative meetings as needed
- Researches and writes speeches as necessary
- Develops and implements internal and external communication programs
- Creates, writes and produces video programs for District staff
- Photographs district programs and events for publications
- Provides copy layout and photographs, as well as guidance related to printing
- Assists schools and departments by providing guidance on preparing or editing articles and other publications
- Prepares district publications, including district brochures
- Updates and publishes school and district profiles
- Maintains contact with the news media regarding District and school events
- Prepares communication plans to meet District and school needs
- Manages communication goals, objectives, and tasks in the district's Strategic Plan
- Provides editing services for district publications
- Maintains regular and consistent attendance and punctuality

- Establishes regular communication with staff to procure classroom highlights and details of other educational programs for publications
- Maintains strict confidentiality in a wide variety of situations
- Performs related duties consistent with job description and assignment
- Collaborates to attract, retain, and recruit MCPS employees
- Assists with grant writing

KNOWLEDGE and ABILITIES:

- Knowledge of school district operations.
- Knowledge of best practice and current strategies and techniques in communications, public information, marketing, video production, and social media.
- Knowledge of the principles and techniques of planning, layout, and editing of brochures, pamphlets, newsletters, and other publications.
- Exemplary skills in written and oral language with the ability to communicate respectfully, clearly, and concisely by telephone, in-person, and in written form, including generation of publications, articles, press releases, and correspondence.
- Skills in word processing, grammar/punctuation, text editing, document and presentation layout and production skills especially using MS Office Suite, photo editing, desktop publishing, graphic design, or other design software.
- Exemplary skill in positive human relations.
- Ability to establish and maintain effective working relationship with staff, students, parents, and the community, and to represent the district in a professional manner.
- Ability to work independently, exercise independent judgment, set priorities, meet deadlines, and work effectively under pressure.

SUPERVISORY RESPONSIBILITIES: This position classification requires subject matter expertise commonly associated with communication and public relations. The position classification performs decision analysis and makes decisions of considerable consequence. The functional role of this position classification requires the application and interpretation of data, facts, procedures, and policies. Frequently meets with school administrators, teachers, internal staff, and members of the community to communicate information, data, and alternative problem solutions. Responsible for addressing complaints and resolving problems. Must carry out all supervisory responsibilities in accordance with district policies, state and federal statutes, and all other applicable regulations.

QUALIFICATION REQUIREMENTS: 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, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION and/or EXPERIENCES: Bachelor's Degree; must have strong leadership and communication skills.

CERTIFICATION REQUIREMENTS: Must meet certification requirements as prescribed in the Kentucky Local Educator Assignment Data Manual.

LANGUAGE SKILLS: Ability to read, analyze, and interpret common scientific and technical journals, financial reports, and legal documents. Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community. Ability to write speeches and articles for publication that conform to prescribed style and format. Ability to effectively present information to administrators, public groups/community, and board of education.

MATHEMATICAL SKILLS: Ability to work with mathematical concepts. Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.

TECHNOLOGY SKILLS: Ability to use technology to support instruction; access and manipulate data; enhance professional growth and productivity; communicate and collaborate with colleges, parents, and the community; and conduct research/solve problems. Proficiency in technology skills must be demonstrated based on the performance criteria set out in the KDE teacher standards for technology.

REASONING ABILITY: Ability to define problems, collect data, establish facts, and draw valid conclusions; ability to interpret and extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

PHYSICAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to stand and talk or hear and sometimes walk and sit. Occasionally the employee will bend or twist at the neck more than the average person. While performing the duties of this job, the employee may occasionally push or lift up to 50 pounds. The employee is directly responsible for safety, well-being, or work output of other people.

Specific vision abilities required by this job include close vision such as to read handwritten or typed material, and the ability to adjust focus. The position requires the individual to meet multiple demands from several people and interact with the public and other staff.

WORK ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually quiet.

The information contained in this job description is for compliance with the American with Disabilities Act (A.D.A.) and is not an exhaustive list of the duties performed for this position. Additional duties are performed by the individuals currently holding this position and additional duties may be assigned.