



JOB DESCRIPTION

POSITION TITLE: (C1) Director of Communications
DEPARTMENT: Communications
WORK DAYS: 240
REPORTS TO: Superintendent
PAY SCALE: Certified-Administrator Level 1; Classified-CO Level 8

REQUIREMENTS:

<ul style="list-style-type: none"> ● Educational Level: Master Degree preferred
<ul style="list-style-type: none"> ● Certification/License Required: Leadership preferred
<ul style="list-style-type: none"> ● Experience: Three years successful experience in education, communication, and/or leadership roles
<ul style="list-style-type: none"> ● Physical Activities: Routine physical activities that are required to fulfill job responsibilities
<ul style="list-style-type: none"> ● Knowledge, Skills, & Abilities: Exceptional written and oral communication; ability to deal with and communicate effectively with individuals and groups; ability to manage multiple projects; ability to build consensus and work effectively with all stakeholders___

The Board of Education and the Superintendent may accept alternatives to some of the above requirements.

ESSENTIAL DUTIES:

<ul style="list-style-type: none"> ● Demonstrates prompt and regular attendance
<ul style="list-style-type: none"> ● Supervises Community Relations/Student Advocate Assistant and Print-shop/Website Coordinator
<ul style="list-style-type: none"> ● Prepares an annual communications and public relations plan for superintendent's approval.
<ul style="list-style-type: none"> ● Serves as information liaison between the total school system and the community at large, represents the district within various community organizations
<ul style="list-style-type: none"> ● Serves as liaison person between the district and the news media and supervises the production and distribution of news releases
<ul style="list-style-type: none"> ● Cooperates with district administrators and other staff members, as appropriate, in publicizing and promoting performances, exhibitions, displays, dedications or special programs sponsored by the schools and open to the public
<ul style="list-style-type: none"> ● Provides professional public relations counsel and assistance to the administration, Governing Board, schools, parent groups and student groups
<ul style="list-style-type: none"> ● Prior to final publication, reviews and edits all district publications
<ul style="list-style-type: none"> ● Recommends innovative avenues of communication for external and internal audiences
<ul style="list-style-type: none"> ● Solicits feedback through formal and informal means on activities, products and purposes of the community relations program and the school district in general
<ul style="list-style-type: none"> ● Develops and maintains accurate records of the district's public relations program
<ul style="list-style-type: none"> ● Conducts recognition programs for employees and students
<ul style="list-style-type: none"> ● Researches and writes articles and speeches for the Superintendent
<ul style="list-style-type: none"> ● Coordinates the development of the school system website
<ul style="list-style-type: none"> ● Performs other duties as assigned by appropriate administrator