



Job Title: Director of Communications and Public Relations

Reports To: Immediate Supervisor

Prepared By: The Division of Human Resources

Board Approved Date:

Pay Grade Range: AD104

Summary: Under the direction of the Superintendent, the Director for Communications and Community Engagement serves as the school system's official representative for communications and community engagement as outlined in the Strategic Plan. Responsible for implementing a communications program to inform internal and external stakeholders and the community of system-wide educational programs, the progress of all district schools, and other areas of the school system.

Essential Duties and Responsibilities:

- Disseminates information to media, schools, various departments and the community
- Prepares and publishes district brochures and newsletters
- Interprets system-wide programs and projects to the community
- Assumes responsibility for assigned projects
- Represents as assigned, the district at community and district meetings and functions
- Establishes special telephone information hotline to parents and staff
- Speaks at schools and engages in other activities to inform the community and staff
- Publicizes all necessary information as it relates to stakeholders' opportunity for awareness of EBRPSS's vision/strategic direction, including but not limited to the Strategic Plan
- Prepares press releases as necessary
- Coordination of active partnerships and volunteers for the school system
- Responsible for other communication efforts as identified

Other Duties:

Other duties as assigned that are related to the functions of the position.

Essential Functions/Qualifications/Requirements:

Education and Experience:



Ability equal to that resulting from satisfactory completion of courses required for a Master's degree from an accredited college or university in a field related to communication. Capability equivalent to that normally achieved through at least five years of proven professional communications experience. Evidence of successful innovations in school improvement, recruitment, labor relations and customer service training and development.

Work Environment Conditions:

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.

Professional Conduct:

The Employees are required to maintain a high standard of professional conduct. Breach of said professional conduct includes, but is not limited to, neglect of duty, dishonesty, engagement in acts that are contrary to East Baton Rouge Parish School System policy, unlawful activities, or any other conduct which is seriously prejudicial to the school system.

Technological Abilities:

To perform this job successfully, an individual must be proficient in general use of a computer, the use of Email as a form of communication, and other job-specific equipment, software, and/or applications.

Note: New employees coming to EBRPSS/current employees new to a position, must use the Verifent website to verify qualifying years of experience (outside of EBRPSS) aligned to the job description. All new employees to the district/current employees new to a position will receive 0 years of experience aligned to the job description until the verification of previous experience aligned to the job description is received.

[Verifent Link](#)

Experience verifications must be received in the Office of Human Resources within the first 6 months of employment in order to be eligible for a retroactive payment.