



Job title	<i>Director of Communications and Public Relations</i>
Reports to	<i>Director of Human Resources</i>
Department	<i>Communications & Public Relations</i>

Work Calendar	12 Months	Salary Schedule	Admin - FF \$81,635 - \$98,689
Benefits Eligible	Yes	Hours per week	40

Summary of Function

The Director of Communication and Public Relations is responsible for planning, developing, managing, coordinating, and directing all aspects of the District's comprehensive communications, public relations, media relations and marketing programs. This position is responsible for providing effective written, oral, digital, and visual communications to the community to support current and future initiatives and to develop effective strategies, plans, and activities to enhance the relationship between the District and community. In addition, this position is responsible for communicating with target audiences, engaging the community through social media platforms, managing the front end of the FUSD website, writing and editing district communications and publications, and assisting with the development of on-brand messaging.

Qualifications

Qualifications include:

- Minimum five (5) years of progressive leadership experience, preferably in public education.
- Bachelor's degree from an accredited college or university required
 - Emphasis in public relations, business management or marketing
- Master's degree from an accredited college or university preferred
- Minimum three (3) of experience in marketing or communications required

Duties and responsibilities

1. Coordinates and provides direction for the District's communications, public relations, media relations, and marketing programs and plans. Works in collaboration with the Director of Human Resources and the Superintendent on ensuring the communication plan is tied to the District's strategic goals. Plans budget for meeting objectives.



2. Serves as the information liaison between the total school system and the community at large. Supervises the production and distribution of all news releases for the district, departments, and school sites. Coordinates interviews for the purpose of keeping the media informed of information related to FUSD activities.
3. Advises school board, staff, and administration when delivering messages to the media for the purpose of promoting a positive image of the District including in times of crisis.
4. *Provides prompt responses to requests for public information about the District, its policies, and its programs.*
5. *Facilitates meetings that may involve a range of issues for the purpose of identifying appropriate actions, developing recommendations, supporting other staff, and serving as the District representative.*
6. Develops, executes, and evaluates marketing and communication plans to promote the district's mission and goals. Develops marketing plans that promote individual schools and programs and increase community and internal knowledge of district and school priorities and accomplishments.
7. Plans and executes district advertising and promotion activities.
8. Establishes and maintains relationships with business, media and community leaders, district staff and students, and the community to build awareness and support for district initiatives and programs.
9. *Manages social media and website for the district including setting guidelines, planning content, and providing staff training as needed.*
10. Writes, edits and publishes a variety of communications and publications to facilitate and enhance awareness of district and individual school programs, events, activities and accomplishments.
- 11. Coordinates a variety of activities (e.g. recognition programs, special events, media relations, community relations, phone notification system, communications department, etc.) for the purpose of delivering services in compliance with established guidelines.**
12. Maintains positive relationships with students, administrators, parents, governing board, community partners, and staff for the purpose of unifying efforts of all concerned.



13. Participates in meetings, workshops, training, and seminars (e.g. workshops, district committees, seminars, conferences, etc.) for the purpose of conveying and/or gathering information required to perform functions.

14. Responds to emergency situations both during and after normal working hours for the purpose of ensuring accurate information is disseminated.

15. Provides support and guidance to District schools on site-based communications and marketing efforts.

16. Attends meetings of the Board on a regular basis or as-needed basis and prepares reports and presentations as requested by the Superintendent.

17. Works with the Technology Department to support livestream or virtual events.

18. Creates, produces, and edits high-quality video content.

19. Manages and supervises public records requests; including redaction process and coordination with legal counsel.

20. Performs other duties as assigned.

Working conditions

Indoor office environment.

Physical requirements

Work involves the performance of duties where physical exertion and movement is required to perform the aspects of the job. Assistance is available as required to perform physically demanding tasks. Work involves sitting and moving for extended periods of time, requires moving from one location to another, reaching, bending, holding and grasping objects. Verbal communication ability required.

Equipment, Aids, Tools and Materials



Uses office equipment which includes but is not limited to: computers, video projectors, white boards, and office or instructional equipment. FUSD recognizes that ever changing development of technology, but expects all staff to keep abreast of changing technology opportunities and use tools and devices provided to them.

Mental Tasks

Communicates verbally and in writing. Reads. Analyze and evaluate data and reports. Develop, implement and evaluate plans. Manages own office and work environment. Promotes learning and ensures safety. Perform functions from written and oral instruction and from observing and listening to others.
