



Job Title: Executive Director Communications and Public Relations Exemption Status: Exempt

Reports to: Chief Leader Officer

Date Revised: July 2022

Dept. /School: Communications

Pay Grade: 112

Primary Purpose:

Promote positive public relations between the school district and the community. Prepare and inform the public about the school district's activities, goals, and policies. Provide employees with pertinent information about the district and its activities.

Qualifications:

Education/Certification:

- Bachelor's Degree in English, journalism, communications, or a related field
- Master's Degree preferred

Experience:

- Minimum of five (5) years of marketing and publications

Special Knowledge/Skills:

- Excellent public relations, organizational, communication, and interpersonal skills
- Ability to speak effectively before groups of employees, parents, or the public
- Ability to communicate effectively in both written and oral forms with all levels of management, both internal and external to the district
- Thorough knowledge of media relations and public relations functions
- Ability to use software to develop spreadsheets, perform data analysis, and do word processing

Major Responsibilities and Duties:

Public and Community Relations

1. Serve as the liaison for school district and community information.
2. Serve as district spokesperson and coordinate media coverage, including preparing press releases and publishing articles and photos in local media and other publications.
3. Ensure that public information activities contribute to attaining district goals and objectives.
4. Design, prepare, and edit district publications, including newsletters, recruitment brochures, special-event programs, and other publications.
5. Serve as a district representative on community committees as required. Demonstrate awareness of district-community needs and initiate activities to address them, including speaking to civic organizations and making presentations.

Policies, Reports, and Law

6. Develop and publicize reports on the district's performance and articulate district goals and objectives.
7. Comply with policies established by federal and state law, State Board of Education rules, and local board policy.
8. Compile, maintain, and file all reports, records, and other documents as required.
9. Follow district safety protocols and emergency procedures.

Budget

10. Develop and administer the department budget based on documented needs, ensuring cost-effective operations and prudent management of funds.



Personnel Management

11. Select, train, supervise, and evaluate staff, and make recommendations regarding assignments, retention, discipline, and dismissal.
12. Develop training options and improvement plans to ensure exemplary operation of the communications function.

Other

13. Oversees and produces, from concept to completion, a broad array of digital and print promotional and communication materials for the organization.
14. Ensure all materials present a clear, unified, and positive image for the organization and brand.
15. Plan, prepare, and distribute original promotional content, including articles, news, press releases, emails, blog posts, social media updates, and other organizational updates.
16. Promote and attend special events and functions; report on corporate milestones and activities, such as company goals and projects, new products or services, community service efforts, new hires, promotions, and retirements.
17. Arrange for photography and press coverage for special events.
18. Perform all other duties as assigned.

Supervisory Responsibilities:

Supervise, evaluate, and recommend hiring and firing decisions for the communications specialist.

Mental Demands/Physical Demands/Environmental Factors

Tools/Equipment Used: Standard office equipment, including a personal computer and peripherals

Posture: Prolonged sitting; occasional bending/stooping, pushing/pulling, and twisting

Motion: Repetitive hand motions, frequent keyboarding, and use of a mouse; occasional reaching

Lifting: Occasional light lifting and carrying (less than 15 pounds)

Environment: May work prolonged or irregular hours; occasional districtwide and statewide travel

Mental Demands: Work with frequent interruptions; maintain emotional control under stress

This document describes the general purpose and responsibilities assigned to this job. It is not an exhaustive list of all responsibilities and duties that may be assigned or skills that may be required.

Reviewed by _____ Date _____

Received by _____ Date _____