



<b>POSITION TITLE:</b>	Director of Communications
<b>F.L.S.A:</b>	Exempt
<b>QUALIFICATIONS:</b>	<p>Bachelor's degree in Communications, Public Relations, Journalism, English, Marketing or a related field preferred.</p> <p>Proficient in Microsoft Office, Adobe InDesign, Photoshop and Multi-media productions.</p> <p>Excellent grammar and spelling skills, written and oral communication skills, customer relations skills, proofreading skills and knowledge of AP Style helpful.</p> <p>2+ years supporting community relation effort in a not-for-profit setting.</p> <p>Desire to continue career improvement by enhancing skills and job performance.</p>
<b>REPORTS TO:</b>	Superintendent of Schools
<b>TERMS OF EMPLOYMENT:</b>	<p>260 days, salary and work year to be established by the Board of Education.</p> <p>Benefits according to Board policies.</p>
<b>JOB GOAL:</b>	Plans, implements and evaluates community relations programs and services and all areas of internal and external communications.
<b>ESSENTIAL JOB FUNCTIONS:</b>	<ol style="list-style-type: none"><li>1. Responsible developing and supporting a district communication plan for all media, public relations, marketing strategies communications and customer relations.</li><li>2. Must be well-organized, timely, self-directed, flexible, helpful/cooperative team player, able to handle multiple short-term and long-term projects simultaneously, able to be productive in a fast-paced work environment, attention to detail, courteous and trustworthy.</li><li>3. Serves on building and district committees as requested by Superintendent.</li><li>4. Work with community and business partners to enhance community involvement.</li><li>5. Consistent and regular attendance is an essential function of this position.</li></ol>

6. Write, assign and create district publications, promotional materials, invitations, programs and other items in both print and electronic form.
7. Ability to plan, coordinate and organize district events.
8. Write news stories and take photos for various district publications and media outlets.
9. Assist with maintenance of professional relationships with local media.
10. Assist with support of the district website and social media
11. Ability to work to implement the vision and mission of the district.

#### **OTHER JOB FUNCTIONS:**

1. Attend district meetings and effectively communicate as to increase awareness of school district operations.
2. Provides phone coverage as needed and answers phone in a pleasant respectful manner and routes calls to appropriate personnel.
3. Operates personal computer and peripheral equipment, photocopier, and other office equipment with high degree of skill.
4. Greets visitors and clients in a pleasant respectful manner and responds to inquiries in a timely manner.
5. Demonstrate professionalism and appropriate judgment in behavior, speech, dress, and appropriate professional manner for the work setting.
6. Maintains strict confidentiality.
7. Demonstrates effective human relations and communication skills.
8. Adheres to good safety practices.
9. Adheres to all district rules, regulations, and policies.
10. All other duties as required or assigned.

#### **PHYSICAL DEMANDS:**

While performing the duties of this position an employee is regularly required to sit, talk and hear. The employee is frequently required to walk and use fingers. The employee is occasionally required to stand, reach and bend and lift and carry up to ten pounds. The employee must have the ability to lift 40 lbs to shoulder height occasionally. Close vision ability to look at a computer screen for long periods of time is required.

#### **CONDITIONS AND ENVIRONMENT:**

The environment is consistent with a typical office/school environment.

