



**Job Title:** Assistant Superintendent of Communications and Marketing      **Wage/Hour Status:** Exempt/226 days

**Reports To:** Superintendent      **Pay Grade:** Professional Pay Grade 9

**Dept. /School:** Administration      **Date Revised:** August 26, 2011

---

---

**Primary Purpose:**

Direct and manage district communications and marketing operations. Responsible for the development and implementation of communications and marketing programs to include district partnerships, online presence, media relations, multimedia production and special events. Interpret and recommend communications and marketing policies and regulations for the district.

**Qualifications:**

**Education/Certification:**

Bachelor's degree required: Communication, Marketing or Public Relations preferred. Masters degree required in related field.

**Special Knowledge/Skills:**

Knowledge of communications and marketing trends and legal requirements  
Knowledge of online communications programs  
Knowledge of media and public relations best practices  
Ability to write, edit, and organize a large amount of district information  
Ability to manage department budget and staff  
Strong communication, public relations, and interpersonal skills

**Experience:**

Five to seven years successful administrative experience in director of communications positions or an equivalent amount of communications and/or marketing management experience in the private sector

**Major Responsibilities and Duties:**

1. Implement a strategic communications and marketing plan
2. Administer and oversee online and multimedia initiatives for the district
3. Administer media and public relations activities
4. Consult with administration and campus personnel related to communications and marketing activities
5. Use management practices that promote collaboration and creativity among staff.
6. Develop and implement procedures to ensure that employees are informed of personnel policies, procedures, and programs that affect them.
7. Implement and oversee effective district wide employee recognition programs.
8. Ensure that programs are cost effective and that funds are managed prudently.
9. Compile budgets and cost estimates based on documented program needs.

10. Implement the policies established by federal and state laws, State Board of Education rule, and local board policy in the area assigned.
11. Recruit, train, and supervise department staff and make sound recommendations relative to personnel placement, assignment, retention, discipline, and termination.
12. Evaluate job performance of department staff to ensure effectiveness.
13. Develop training options and improvement plans for department staff to ensure the department's effective operation.
14. Ensure that department operations contribute to the attainment of district goals and objectives.
15. Attend board meetings regularly and make presentations to the board.
16. Participate in professional development activities to maintain current knowledge of communications and marketing rules, regulations, and practices.
17. Other duties as assigned.

**Supervisory Responsibilities:**

Supervise and evaluate the performance of the Director of Communications, Coordinator of Web Services, Multimedia Specialist and Administrative Secretary. Assist with supervision of Public Relations Specialist.

**Working Conditions:**

**Mental Demands/Physical Demands/Environmental Factors:**

Maintain emotional control and stability under stress. Frequent district wide and statewide travel; occasional prolonged and irregular hours.

*NOTE: The foregoing statements describe the general purpose and responsibilities assigned to this job and are not an exhaustive list of all responsibilities, duties, or skills that may be required.*