



<b>Job Title:</b>	Director of Communications	<b>Wage/Hour Status:</b>	Exempt/226 day
<b>Reports To:</b>	Assistant Superintendent of Communications and Marketing	<b>Pay Grade:</b>	Professional 5
<b>Dept. /School:</b>	Administration Building	<b>Date Revised:</b>	8/30/2011

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**Primary Purpose:**

Promote positive public relations between the school district and community. Prepare and provide information to the public about the activities, goals, and policies of the school district. Distribute pertinent information about the district and its activities to employees.

**Qualifications:**

**Education/Certification:**

Bachelor's degree in English, journalism, communications, or a related field

**Special Knowledge/Skills:**

Strong organizational, communication, and interpersonal skills  
Demonstrated skills in writing, editing, and public speaking  
Thorough knowledge of media relations and public relations functions  
Ability to interpret policy, procedures, and data  
Ability to use personal computer to design and produce district publications

**Experience:**

Three years experience in journalism or communications

**Major Responsibilities and Duties:**

**Public and Community Relations:**

1. Direct and manage the district's public information activities.
2. Serve as the information liaison between the school system and the community.
3. Serve as district spokesperson and coordinate media coverage.
4. Prepare press releases and publish articles and photos in local media and other publications.
5. Help school personnel publicize and promote any performances, exhibitions, displays, or special programs sponsored by the schools.
6. Design, prepare, and edit district publications including newsletters, recruitment brochures, programs for special events, and other publications.
7. Serve as district representative on community committees as required.
8. Ensure that public information activities contribute to the attainment of district goals and objectives.
9. Maintain district press clipping files.
10. Keep informed of developing communication trends and techniques.
11. Speak at civic organization meetings and make presentations to classes.
12. Demonstrate awareness of district-community needs and initiate activities to meet those needs.

**Policies, Reports, and Law:**

13. Help the superintendent develop and publicize reports related to the performance of the district and articulate district goals and objectives.
14. Implement the policies established by federal and state law, State Board of Education rule, and local board policy in the public information area.

**Budget:**

15. Administer the public information budget and ensure that programs are cost effective and that funds are managed prudently.
16. Compile budgets and cost estimates based on documented program needs.

**Personnel Management:**

17. Develop training options and/or improvement plans to ensure exemplary operation of the public information function.
18. Evaluate job performance of employees to ensure effectiveness.
19. Assist in recruitment, selection, and training of personnel and make sound recommendations relative to personnel placement, transfer, retention, and dismissal.
20. Other duties as assigned.

**Supervisory Responsibilities:**

Supervise and evaluate support staff assigned to the public information function.

**Equipment Used:**

Computer, 35mm camera, video camera, fax machine, copier, printer.

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

Maintain emotional control under stress. Frequent district-wide and state-wide 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.*