

**TITLE:** Assistant Director, Communications

**QUALIFICATIONS:**

1. Bachelor's degree or higher in communications/media, journalism, public relations, public administration or related field preferred.
2. Minimum five years experience in communications, preferably in public schools.
3. Professional experience in print or broadcast journalism or working with the news media on a regular basis.
4. Demonstrated ability in electronic, oral and written communication.
5. Demonstrated evidence of strong conceptual, analytical, organizational, and managerial skills as well as demonstrated leadership ability.
6. Demonstrated skill in continuous improvement processes such as Quality, Best Practices and Interest-Based Problem Solving.
7. Demonstrated ability to recruit, select, manage and evaluate personnel.
8. Demonstrated ability to work with diverse groups of people.
9. Experienced with industry-standard computer applications.
10. Such alternatives to the above qualifications as the Board and Superintendent may find appropriate and acceptable.

**REPORTS TO:** Director of Communications and School Choice

**JOB GOAL:** To provide a unified, non-conflicting image to the public with information of public interest in accordance with the law and School Board policies and procedures. To improve student learning by effectively communicating with the public to increase partnerships and community involvement.

**ESSENTIAL FUNCTIONS:**

- \*1. Develops strategies to ensure consistency of message throughout the District to enhance commitment to District's mission, goals, school improvement, and accountability.
- \*2. Develops and monitors communications management protocol to ensure responsiveness from the District office to schools and external customers.
- \*3. Develops strategies to ensure the collection and analysis of information from surveys, polls, etc.
- \*4. Oversees flow of information to obtain open and credible news media relations.
5. Supervises graphics, video production, publications and community outreach operations.
6. Oversees the programming and management of the District's web site and electronic document distribution.
7. Oversees the management of public information requests and press releases.
8. Manages and directs the Public Information Department.

9. Serves as communications counsel to Superintendent, School Board, District and school administrators; consults with schools to improve communications and outreach efforts.
10. Supervises writing, editing, publishing and printing of District newsletters, annual reports, special reports, brochures and other public information materials.
11. Supervises special videotaping and broadcasts for internal and public dissemination.

\*Core Measures

**OTHER RESPONSIBILITIES:**

Performs such other tasks and assumes such other responsibilities as may be required by the Superintendent.

**PHYSICAL REQUIREMENTS:**

Position requires light work exerting up to twenty (20) pounds of force occasionally, and/or ten (10) pounds of force as frequently as needed to move objects.

**TERMS OF EMPLOYMENT:**

Twelve month year. Salary as established by the Board.

**ASSESSMENT:**

Performance of this job will be assessed annually in accordance with provisions of the Board's policy on assessment of administrative personnel.

Adopted: 04-29-03