

REPORT SUMMARY SHEET

BOARD MEETING DATE: May 21, 2018

TITLE AND BRIEF DESCRIPTION: Job Description Change

ACTION DESIRED: Approval

BACKGROUND: The following job description needed minor adjustments in regards to classification.

RECOMMENDATION: Approval.

SUPERINTENDENT'S APPROVAL: *Matt Davis*
For the purpose of submitting report

Communications Director

Job Title: Communications Director
Reports to: Superintendent of Schools
Classification: Exempt

Qualifications

Education/Experience

A college degree in public relations, business administration or related area; or a high school diploma or equivalent combined with experience in school/community relations and public relations.

Summary

Establish and maintain credible relations with the community leaders and media. Identify and communicate information to the community and media about the district, schools, programs, and accomplishments of students and staff.

Essential Duties and Responsibilities

An individual who holds this position is required to:

Prepare or edit school district-related publications for external audiences, including press releases and public service announcements, in a proactive and media-sensitive way.

Respond to requests for information from the media or designate another appropriate spokesperson, such as the superintendent, or other information source, and provide timely responses.

Plan and direct development of informational communications to maintain and promote favorable public perceptions of school district's accomplishments and activities.

Produce or coordinate production of any public information and marketing promotions for the district.

Sell sponsorships and advertisements on behalf of in-house publications, such as Mustang Pride, sports team programs, stadium/gym signage, banners, etc. Work with superintendent to explore and develop other marketing opportunities for selling sponsorships.

Establish and maintain credible relations with the community leaders and media. Identify and communicate information to the community and media about the district, schools, programs, and accomplishments of students and staff.

Coordinate and prepare external publications describing events, activities, and providing feature stories about the district.

Write, update, and maintain information for the district's website and Facebook page.

Communications Director

Photograph school district events. Post those images on the district's website and Facebook pages.

Perform other media-related duties as directed by the superintendent that support the overall objectives of the district.

Skills and Abilities

Demonstrates effective communication through telephone skills; positive interaction and reaction to the public and school staff; correspondence; speaks and writes clearly, correctly and effectively and has good listening skills. Ability to work collaboratively with others including school staff, students, volunteers, parents, community organizations and local businesses.

Technology

Demonstrates the ability to proficiently utilize computers and software and to maintain district websites.

Conditions and Environment

Typical office environment

TERMS OF EMPLOYMENT: Eleven-month year with 20 flex days - Salary to be established by the Board.

EVALUATION: Performance of this job will be evaluated in accordance with provisions of the Board's policy on Evaluation of Classified Staff.

ADOPTED: 05/29/2012

REVISED: 12/19/2016

05/07/2018