

Community Relations Director

Purpose Statement

The job of Community Relations Director is done for the purpose/s of providing leadership in the development, overall strategy, implementation and evaluation of an effective, creative and comprehensive, system-wide communications plan and program anchored and supported by the district Communications Department.

This job reports to Superintendent

Essential Functions

- Compiles data from a wide variety of sources (e.g. community groups, Board, staff/departments, etc.) for the purpose of analyzing issues, ensuring compliance with organization policies and procedures, and/or monitoring program components.
- Consults with appropriate departments on internal/external communications issues and the production of publications and presentation materials for the purpose of ensuring District communications are in compliance with stated policies and procedures.
- Coordinates personal relations activities for the purpose of employee recognition program, internal and external district organizational fundraisers.
- Facilitates meetings, workshops, seminars, etc. for the purpose of identifying issues, developing recommendations, supporting other staff, and serving as a District representative.
- Oversees assigned program and/or departmental responsibilities (e.g. website, public cable television channel, marketing materials, newsletters, social media, etc.) for the purpose of achieving organizational objectives, and ensuring compliance with legal, and financial requirements.
- Participates in meetings (e.g. professional associations, develops networks, workshops, seminars, conferences, etc.) for the purpose of conveying and gathering information regarding a wide variety of subjects required to carry out administrative responsibilities.
- Performs personnel functions (e.g. recruiting, interviewing, hiring, evaluating, training, supervising, etc.) for the purpose of maintaining adequate staffing, enhancing productivity of personnel and achieving objectives within budget.
- Prepares a wide variety of documents and written or electronic materials (e.g. press releases, newsletters, service guides, annual reports, etc.) for the purpose of documenting activities and issues, conveying information, meeting compliance requirements, and/or providing supporting materials.
- Prepares in collaboration with Human Resources on a wide variety of documents, written or electronic materials and supporting materials for the purpose of engaging associations and diversity related organizations, district recruitment efforts, and selection process to build a strong talent pipeline.
- Responds to issues and inquiries from school district administrators and educators regarding development, implementation and evaluation of programs for the purpose of identifying the relevant issues and recommending or implementing a plan of action that will efficiently resolve the issue.
- Serves as a liaison between the district and media representatives, community organizations and the public for the purpose of conveying information, publicizing events, and enhancing the relationship of the district and the community.

Other Functions

- Performs other related duties as assigned for the purpose of ensuring the efficient and effective functioning of the work unit.

Job Requirements: Minimum Qualifications

Skills, Knowledge and Abilities

SKILLS are required to perform multiple, technical tasks with a need to occasionally upgrade skills in order to meet changing job conditions. Specific skill based competencies required to satisfactorily perform the functions of the job include: Communications/Language Skills: Possess and demonstrate effective oral, written and listening skills. Ability to respond to common inquiries from parents, staff and others. Ability to speak about the school district to internal and external audiences. Reasoning Skills: Ability to define problems, apply common sense strategies and make decisions in a timely manner, utilizing input from others as appropriate. Ability to deal with abstract and concrete information.

Human Relations Skills: Establish and maintain effective, professional working relationships with staff, educators, administrators, students and community while maintaining the appropriate level of confidentiality.

Computer Skills: Knowledge of computer systems including but not limited to time and attendance system, information systems and the policies/regulations associated with such usage. Other Skills and Abilities: Ability to apply knowledge of current communications research and theory as needed. Skill in effecting good employee relations. Ability to establish and maintain effective working relationships. Ability to resolve crisis situations. Ability to speak clearly and concisely both in oral and written communication. Ability to perform duties with awareness of all district requirements and Board of Education policies.

KNOWLEDGE is required to perform algebra and/or geometry; read technical information, compose a variety of documents, and/or facilitate group discussions; and solve practical problems. Specific knowledge based competencies required to satisfactorily perform the functions of the job include: K-12 educational system; organizational and time management; concepts of conflict resolution; pertinent codes, policies, regulations and/or laws; and current and developing technology.

ABILITY is required to schedule a significant number of activities, meetings, and/or events; routinely gather, collate, and/or classify data; and use job-related equipment. Flexibility is required to independently work with others in a wide variety of circumstances; work with data utilizing defined but different processes; and operate equipment using standardized methods. Ability is also required to work with a significant diversity of individuals and/or groups; work with a variety of data; and utilize a variety of job-related equipment. Problem solving is required to analyze issues and create action plans. Problem solving with data requires independent interpretation of guidelines; and problem solving with equipment is moderate. Specific ability based competencies required to satisfactorily perform the functions of the job include: Integral role in the successful implementation and support of innovative practices in school and district communications – sharing the story of our school district through a wide variety of communications channels. Ability to work with wide audiences, including schools and principals, district administrators, the superintendent and executive team, the Board of Education, news media and community stakeholders. Leadership of department team that includes employees proficient in general communications, graphics and tangential responsibilities. Strong in collegial skills that support cross-departmental support – leading, managing and coordinating cross-department projects. Advanced working knowledge of communications skills in writing, print media, social media, web content, photography, internal communications, working with news media.

Ability to work independently and utilize independent judgment. Acute attention to detail, creativity, strong organizational skills. Possesses and demonstrates professionalism consistently, including professional ethics and attitude.

Responsibility

Responsibilities include: working independently under broad organizational guidelines to achieve unit objectives; managing a department; monitoring budget expenditures. Utilization of significant resources from other work units is routinely required to perform the job's functions. There is a continual opportunity to impact the organization's services.

Work Environment

The usual and customary methods of performing the job's functions require the following physical demands: some lifting, carrying, pushing, and/or pulling, and significant fine finger dexterity. Generally the job requires 60% sitting, 20% walking, and 20% standing. This job is performed in a generally clean and healthy environment.

Experience: Job related experience with increasing levels of responsibility is required.

Education: Bachelors degree in job-related area.

Equivalency: Experience and training in field of communications, multi-media, journalism, media relations, public relations. Preferred experience in leadership.

Other: General working knowledge of communications skills in writing, social media, web, photography, video and audio, working with news media.

Required Testing:

Certificates and Licenses

Continuing Educ. / Training:

Clearances

Criminal Justice Fingerprint/Background Clearance

FLSA Status

Exempt

Approval Date

Salary Grade

PL