



JOB DESCRIPTION

Job Title	Communications Manager
Department	Administration
Reports To	Executive Director of Administration
Classification	Nonaffiliated
Location	District Wide
Salary	Set Annually by Board of Education
Length of Contract	12 months

This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees may be required to follow other job-related instructions and to perform other job-related duties as requested, subject to all applicable state and federal laws. Certain job functions described herein may be subject to possible modification in accordance with applicable state and federal laws.

Job Summary

The Communications Manager works under the direct supervision of the Executive Director of Administration and is responsible for the management of District communication to all audiences. This includes communicating and promoting opportunities and information about the district and events within the District to community members, families, local media, and others to increase community engagement within our schools.

Essential Job Functions

- Creates, develops, and implements communication tools for the school, community, and the District, including newsletters, flyers, social media sites, press releases, and websites/pages to maximize community, staff, and family engagement.
- Manages an array of public and internal information activities utilizing multiple sources, including print, television, radio, and on-line media.
- Acts as a liaison between the school and families, the community, and outside community organizations and businesses.
- Becomes aware of and is active in community initiatives.
- Provides information and assistance to families, media, and the community about a variety of programs.
- Maintains and monitors the District’s social media sites and updates with appropriate content.
- Plans, develops, and implements a variety of public relations strategies and tools and works with the executive team and District Communication Committee to develop and coordinate the district’s community outreach plan.
- Coordinates communication tools for all staff to ensure consistent message and branding of staff communications. Works with staff to ensure they are aware of and using appropriate communication strategies and mediums.

- Develops and maintains relationships with local media and coordinates regular communication to media.
- Organizes and attends a variety of District and community events to promote community awareness of District activities and promote family and community engagement.
- Develops, manages, schedules, and implements home, school, community, and volunteer partnership opportunities for the district and communicates these opportunities to families, community members, businesses, and local media.
- Coordinates services to provide a variety of family and community involvement opportunities, including meetings, trainings, and volunteer opportunities.
- Collaborates and shares information with partnership coordinators
- Supervises partnership coordinators
- Leads, coordinates, and attends partnership coordinator meetings

Ancillary Job Functions

- Meets with family and community organizations to obtain and provide information.
- Provides training and guidance to all staff regarding communication strategies and tools
- Performs other related duties as assigned.

Required Qualifications – Required qualifications to effectively perform the job at the time of hire. An equivalent combination of education, training, and experience will be considered. Additional requirements and/or substitutions may be requested and require the approval of HR.

- Bachelor’s degree in Communications, Public Relations, Marketing, Business or related field or significant relevant work experience in these areas.
- Experience writing press releases and other communication and promotional materials.

Preferred Qualifications – Highly desired education, training, and/or experience that may be helpful in performing the job, if applicable.

- Minimum of five years’ experience working in community relations, public relations, marketing, or corporate relations.
- Video production experience.

Knowledge, Skills, and Abilities – May be representative, but not all-inclusive, of those commonly associated with this position.

- Strong verbal and written communication skills.
- Strong interpersonal skills and ability to interact effectively with diverse populations.
- Excellent organizational and time management skills.
- High degree of self-motivation and ability to work with minimum supervision.
- Ability to work a flexible schedule including evening and weekend hours as needed.
- Excellent computer skills, including Microsoft Office programs.
- Familiarity with website and social media content.
- Ability to use basic office machines, such as photocopier, facsimile machine, and telephone.

- Creativity to build new programs as need dictates.
- Knowledge of school and community resources.
- Demonstrates and understanding and use of equitable and culturally responsive practices.

Work Environment – Environmental or atmospheric conditions commonly associated with the performance of the functions of this job.

- Normal office and/or busy school environment.

Physical Requirements – The physical demands described below are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

- Must be able to work at computer for extended periods of time.
- Must be able to have repetitive wrist/hand/finger movement to work on computer and/or related office equipment.
- Occasionally required to drive to other locations.
- May be required to lift up to 25 pounds.