

SCHOOL DISTRICT OF SARASOTA COUNTY

JOB DESCRIPTION

DIRECTOR OF COMMUNICATIONS

SALARY SCHEDULE: ADMINISTRATIVE – C

COST CENTER: COMMUNICATION AND COMMUNITY RELATIONS (9075)

QUALIFICATIONS:

- (1) Bachelor's Degree [from an accredited educational institution] in Communications, [Journalism, Broadcast Media, Mass Communications,] Public Relations, [Public Administration, English Education or] Marketing, or related field. Master's Degree preferred.
- (2) Minimum of five (5) years of progressively responsible professional experience in communications, public relations, marketing or public information, [some] of which three (3) years must be in a supervisory or management capacity.
- (3) [Experienced in planning, implementing, evaluating, budgeting and personnel management.]
- (4) [Preferred: Experience in communications, public relations or public information with public schools, a large non-profit organization or a governmental agency.]

KNOWLEDGE, SKILLS AND ABILITIES:

[Demonstrated effective] Exceptional oral and written communication skills, as well as organizational skills. Demonstrated successful experience in media relations, press interviews and crisis communications. Demonstrated success working with people and in establishing and fulfilling goals, objectives, and action plans Ability to target messages to different audiences through a variety of communication avenues. Demonstrated experience and proficiency in electronic communication strategies and social media platforms. [Positive interpersonal relationship skills.] High-level interpersonal skills with the ability to relate to and communicate with staff within the organization along with media and stakeholders outside the organization. Ability to prioritize functions and projects while managing time and stress effectively in a fast-paced environment. Knowledge of district, state, and federal policies, guidelines, laws, and rules related to communications. Knowledge of current social media and electronic communication trends. Decision-making skills and accountable for results that facilitate planning and creative processes toward achievement of district goals.

REPORTS TO:

[Assistant to Superintendent or Superintendent] Assistant Superintendent Operations

JOB GOAL

To provide administrative oversight and leadership for the planning, development and implementation of the District's internal and external communications, public relations and outreach programs.

SUPERVISES:

Communication staff, [Specialists (2)], The Education Channel staff, [PALS] Volunteer and Partnership staff

PERFORMANCE RESPONSIBILITIES:

- * (1) Directs and administers communications procedures, processes, policies and activities for the district.
- * (2) Develops, implements and evaluates comprehensive internal and external district communication plan including, but not limited to, publications, media relations, electronic communications, social media, and the Education Channel television production to include metrics to determine effectiveness of marketing and communication approaches.
- * (3) [Ensures consistent branding and messaging] Plan, develop and implement a coordinated, enterprise-wide corporate communications and branding strategy that will increase the public's knowledge, awareness, and appreciation of school and district operations.

DIRECTOR OF COMMUNICATIONS (continued)

- * (4) Serves as information liaison between the total school system and the community at large and as an intermediary between school administrators/officials and the media.
- * (5) Develop and coordinate a comprehensive crisis communication plan and assist in the management of crisis situations for the district and schools in partnership with the district's Safety and Security Director.
- * (6) [Sets annual objectives for and evaluates the district's community relations program.] Manifests a professional code of ethics and values.
- * (7) Administers budget and supervises staff and/or contractors assigned to the office of Communications.
- * (8) Establishes and maintains two-way communication systems among schools, offices, departments and the district and among the district, the media, and the public.
- * (9) Organizes, assimilates and disseminates facts about the school system to the public through print and non-print media.
- * (10) Provides professional public relations counsel and assistance to the administration, School Board and schools.
- * (11) Oversees and edits the [writing]creation and production of communication materials.
- * (12) Recommends innovative avenues of communication for external and internal audiences.
- * (13) [Solicits feedback through formal and informal means on activities, products and purposes of the community relations program and the school district in general.] Plan and develop a system of feedback and evaluation regarding the effectiveness of the district's communication strategies.
- * (14) Develops and maintains accurate records of the District's public relations program.
- * (15) Expedites responses to inquiries and complaints received by the department from citizens, news media and school personnel.
- * (16) Provides in-service training as required on public and community relations to include best practices with digital and social media communication techniques.
- * (17) [Serves as a member of the Superintendent's cabinet.] Models the routine, intentional, and effective use of technology in daily work, including communications, organization and management tasks.
- * (18) Develop and manage the District's community outreach and communication plans to carry out the District's goals, serve our stakeholders and engage new partners and communities.
- (18) Performs related duties as required.

PHYSICAL REQUIREMENTS:

Light work: Exerting up to 20 pounds of force occasionally and/or up to 10 pounds of force as frequently as needed to move objects.

TERMS OF EMPLOYMENT:

Salary and benefits shall be paid consistent with the District's approved compensation plan.
Length of work year and hours of employment shall be those established by the District.

EVALUATION:

Performance of this job will be evaluated in accordance with provisions of the Board's policy on evaluation of personnel.

Job Description Supplement No. 11

* Essential Performance Responsibilities