

USD 261 EDUCATIONAL SUPPORT STAFF
POSITION DESCRIPTION

POSITION TITLE: **Communications Director**

SUPERVISOR: Superintendent

PAYMENT RATE: Annual salary to be determined by the Board of Education.

QUALIFICATIONS:

1. Bachelors degree or above preferred with major or minor in Public Relations, Journalism or Language Arts with experience in related fields.
2. Maintain current TB testing as required by Health Department regulations. (after employment offer is made).

ESSENTIAL FUNCTIONS:

1. Serve as the school district liaison to the news media as directed by the Superintendent for the purpose of keeping the community informed on school related events.
2. Assist and facilitate partnerships between the schools and local businesses to enhance community/school relations.
3. Understand and articulate overall district operations in order to effectively communicate with the district's constituents.
4. Assist school personnel in publicizing performances such as theatre productions or other non – athletic events for the purpose of keeping the district and community advised of upcoming events.
5. Advise principals concerning internal and external communications related to a building crisis or other event for the purpose of keeping buildings informed with the most up to date information.
6. Plan and promote special events such as ribbon cuttings/grand openings for the purpose of showcasing district accomplishments.
7. Offer communications and public relations training to district staff for the purpose of enhancing the district image.
8. Design and coordinate a district-wide program of employee and student recognition for the purpose of praising those who have done well within the district.
9. Maintain a high level of confidentiality regarding student and staff information in order to remain in compliance with legal requirements and to maintain a professional work environment.
10. Perform other duties as assigned for the purpose of ensuring an efficient and effective functioning of the work unit.

KNOWLEDGE, SKILLS AND ABILITIES:

1. Must demonstrate an ability to formulate, present and follow a budget.
2. Effectively work with people including community volunteers, school staffs, principals, supervisors and central office personnel.
3. Understand the aims, purposes, goals, backgrounds, and philosophies of the district in order to successfully communicate these to the public.

4. Demonstrate an ability to communicate effectively in oral and written settings.
5. Experience in publication design, layout and printing.
6. Presentation skills.
7. Familiarity with video production including script writing, directing and editing.

PHYSICAL REQUIREMENTS/ENVIRONMENTAL CONDITIONS:

Physical and emotional ability and dexterity to perform required work and move about as needed in a fast-pace, high-intensive work environment.

TERMS OF EMPLOYMENT:

At will

PERFORMANCE REVIEW:

Performance effectiveness evaluated in accordance with Kansas Statutes and Board of Education Policy.

APPROVED: 4/10/2015