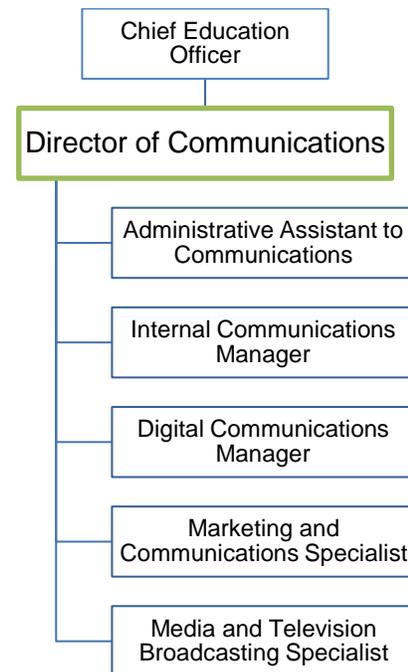


DIRECTOR OF COMMUNICATIONS

Job Title:	Director of Communications
Initial:	July 1, 2008
Revised:	November 2017 (admin revision)
Work Year:	261 days
Office:	Education
Department:	Communications
Reports To:	Chief Education Officer
FLSA Status:	Exempt
Pay Range:	Administrative Salary Schedule



POSITION SUMMARY: The Director of Communications (DoC) develops and guides a communications program that employs effective tactics to implement the district’s cultural and strategic plans. The Director serves as a liaison between the school district, parents, students, patrons, employees and public or private agencies in El Paso County. The Director is responsible to manage the district’s brand identity with internal and external audiences by managing a multifaceted communications strategy and practicing reputation management in support of the district's mission.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The following statements of essential functions and responsibilities are intended to describe the general nature and level of work being performed by individuals assigned to this position. These statements are not intended to be an exhaustive list of all duties and responsibilities required of all personnel within this position. Actual duties and responsibilities may vary depending on building assignment and other factors.

I. Leadership—To provide oversight for our communications program, the DoC will:

- a. Lead the district's communications program by establishing annual objectives aligned to the district’s cultural and strategic plans and initiatives.
- b. Manage communications within the district, between school and home, and between the district and the community to tell the story of district accomplishments and opportunities.
- c. Enhance district accountability to the public by being a trustworthy source of information, maintaining open lines of communication, and building relationships that support students.
- d. Serve as a member of the Chief Education Officer’s education leadership team.
- e. Supervise members of the Communications Department including experts in written, digital, video, and symbolic communications.
- f. Stay current with professional practices in the field through participation in state and national organizations such as the Colorado School Public Relations Association and the National School Public Relations Association.

II. Public Relations—To maintain effective relationships with public audiences, the DoC will:

- a. Manage all media relations, including the production and distribution of news releases, press conferences and proactive engagement of all media, responding promptly to all requests for public information, including requests made under the Colorado Open Records Act.
- b. Supervise and coordinate the production of all district publications and communications platforms to include participatory media, marketing, media relations, crisis communications, internal communication and community partnerships.
- c. Support and assist the Board of Education, chief officers and program leaders by facilitating intentional communications among the Board, the administration, the district community and the media.
- d. Act as an official spokesperson for the district by serving as an active and visible representative to the broader community.
- e. Develop safety and crisis communications plans in collaboration with district safety officials, including coordinating communications about weather or other delays and cancellations.

Performs other related duties as assigned.

Supervision & Technical Responsibilities: The DoC is directly responsible for hiring, supervising, evaluating and developing communications team members.

Budget Responsibility: The DoC manages the department budget by developing, administering, monitoring and coordinating assigned budgets and initiating requisitions.

QUALIFICATIONS

The requirements listed below are representative of the education, experience, knowledge, skills, and/or abilities required for this position.

Education & Training:

- A Bachelors degree in journalism, public relations or marketing is required.
- A Masters Degree in communications or a related field is preferred.

Experience:

- The successful candidate will document over five (5) years of experience as a public information official including experience in news media relations, public relations, and publications operations including electronic development and distribution.
- The DoC must demonstrate an ability to work well with others in a diverse educational community.

Knowledge Skills & Abilities: The DoC must demonstrate operating knowledge of, and experience with:

- Personal computers and software
- Basic office equipment
- Written and oral communication skills in all settings and for all audiences
- Curriculum, policy and procedure
- Interpersonal relations, evaluation, negotiation and technology
- Media purchasing and contracts negotiation

Certificates, Licenses, & Registrations:

- Criminal background check required for hire.

OTHER WORK FACTORS

To perform this job successfully, an individual must be able to perform each essential function satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The physical demands, work environment factors and mental functions described herein are representative of those that employee must meet to successfully perform the essential functions of this job.

Physical Demands: While performing the duties of this job, the employee is frequently required to communicate. The employee is occasionally required to stand; walk or sit. The employee must occasionally lift and/or move up to 25 pounds. There are no specific vision abilities required by this job.

Work Environment: The noise level in the work environment is usually moderate.

To perform this job successfully, an individual must be able to perform each essential function satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.