

**Job Title:** DIRECTOR OF COMMUNICATION AND PUBLIC RELATIONS  
**Reports to:** Chief Administrative Officer  
**Dept./School:** Central Administration  
**Wage/Hour Status:** Exempt  
**Date Revised:** May 15, 2023

### **Primary Purpose**

Under the direction of the Chief Administrative Officer, the Director of Communication and Public Relations is responsible for managing and directing the District's internal and external communications; serves as the media contact for the organization. Responsible for managing and directing the District's communications efforts to promote a climate of transparency, two-way dialogue, and support for district goals and initiatives. This includes overseeing media, social media, print, website, and video content delivered by the Communications Department; and ensuring brand message is consistent, timely and relevant to maintaining an effective network of school-community engagement and communication. Supervises a department consisting of media relations, website management, social media, and video production

## **QUALIFICATIONS**

### **Education/Certification**

Master's degree in Education or related field  
5+ years in public relations  
Webmaster experience preferred  
Experience in school communications preferred

### **Special Knowledge/Skills**

High Level of Computer Skills  
High Level of Video Editing Technology

### **Experience**

Minimum of three years of classroom experience  
Minimum of three years of supervisory experience

## **MAJOR DUTIES AND RESPONSIBILITIES**

1. Oversee the development and implementation of communication campaigns and action plans, department procedures, and other initiatives.
2. Serve as the "eyes" for all things print and electronic, looking for clear communication, error free messaging, brand presence, and consistency.
3. Assist administration in communicating through media releases.
4. Coordinate and oversee the weekly support provided to campuses and the district in managing crisis communications — keeping the Superintendent and Chief Administrative Officer informed of all potential crisis or media related situations, and/or media inquiries.
5. Execute communications campaigns from identification and research on initiatives and story ideas, to managing weekly departmental editorial calendars.
6. Review and refine core messaging and branding for communications campaigns on a weekly basis.
7. Coordinate the writing, editing, branding, and publication of district publications (i.e. press releases, parent/community/staff email notifications, website pages, etc.).

8. Promote the achievements of students and staff through social media, events, media and other appropriate avenues.
9. Drive day-to-day media outreach strategies and tactics.
10. Respond in crisis situations, both during regular work hours, and outside of regular hours.
11. Advocate on behalf of the District brand with external stakeholders across all communications channels — including television, newspapers, social media, video, events and meetings.
12. Attend school, community, and civic meetings on behalf of SFDRCSID to better understand community concerns and provide information, during regular work hours and outside of regular hours.
13. Develop a model for sustaining employee and student communications liaisons on each campus — ensuring information about campus outcomes, achievements and programs are shared with the Communications Department and distributed/promoted on a timely basis.
14. Build and sustain online communities by overseeing the strategy, development and production of social media campaigns and the online supporter base.
15. Attend meetings of the Board and prepare for live production and recording as directed.
16. Oversee the maintenance of a complete electronic file and record of all educational news of the school district as published by the District or media.
17. Participate and lead internal committees and meetings as directed.
18. Attend professional meetings and conferences to continue to develop personal skills related to the field of school public relations and community relations.
19. Assign, supervise and evaluate the activities of Communications Department staff.
20. Prior to the start of the school year, oversee and ensure the development of an annual Master editorial calendar which includes key deadlines for listing annual articles, special reminders/notifications and an annual video production schedule.

### **Budget Preparation**

21. Monitor budget allocations, expenditures and related financial activities for the purpose of ensuring that department functions are maintained while complying with all sound accounting practices and District policy.

### **Other Duties**

22. Perform other duties as assigned.
23. Maintain confidentiality of information.

### **EQUIPMENT USED**

Computer, Scanners, Video Equipment, Photo Equipment, Copiers, Printers

### **WORKING CONDITIONS**

#### **Mental Demands/Physical Demands/Environmental Factors**

On call when needed for tech support, occasional lifting of reports and equipment

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The foregoing statements describe the general purpose and responsibilities assigned to this job and are not an exhaustive list of all responsibilities and duties that may be assigned or skills that may be required.

**Reviewed by:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Approved by:** \_\_\_\_\_ **Date:** \_\_\_\_\_