

Communications Director

Primary Function

The communications director is responsible for management of District 39's public communications including strategic communication planning, preparing and assisting in development of regular communication vehicles, emergency written communications, District-based social media, and media relations, and is responsible for management of the communication plans and projects of the Board of Education.

Organizational Relationships

Reports directly to the Superintendent.

Qualifications

- BA degree in Communication or equivalent
- Excellent, documented written communications skills.
- Demonstrated understanding of media relations and marketing.
- Demonstrated experience with social media.
- Demonstrated skill in working with the public.
- Demonstrated skill in strategic communication planning.
- Working knowledge of technology including website posting and editing, G-suite, and other office technology.
- Ability to perform assigned duties and tasks with a minimum of direction.
- Ability to maintain effective public and co-worker relationships.
- Ability to physically move about the district.
- Ability to understand and carry out oral and written directions in English.
- Ability to, on occasion, physically lift and move packages, boxes, and other materials weighing up to 25 pounds.
- Ability to physically type, manipulate a mouse, and operate a computer.
- Ability to handle all district information with confidentiality.

Performance Responsibilities

1. Prepare periodic District 39 newsletters for the District 39 community.
2. Assist in preparation and editing of Superintendent's messages, including, but not limited to, parent and staff communications.
3. Assist Board of Education and Superintendent in development, preparation and execution of communication plans related to District issues and initiatives.
4. Consult with building and District administrators regarding communication impact of issues and initiatives.
5. Maintain ongoing flow of information to parents and community including, but not limited to monthly Board meeting highlights.
6. Prepare and distribute press releases for district-wide news, issues, or special events.
7. Maintain relationship with local media and arrange for media coverage of District events and strategic initiatives.
8. Assist in preparation of "talking points" for administration and Board of Education on critical matters, such as, contract negotiations, superintendent search, etc.

9. Assist school staff and volunteers in preparing press releases for significant classroom activities or events.
10. Other duties or assignments as requested by the Superintendent.

Terms of Employment

260 work days. Salary and work year established by the Board of Education.

Evaluation

Performance of this job will be evaluated in accordance with Board of Education Policy.