



Job Title: **Associate Director of Communications**

Department: **Communications**

Supervisor: **Director of Communications**

Lane Placement: **Administrative Lane 3**

Schedule: **8 hrs/242 days** Evaluation Group: **JCES 8**

FLSA Classification: **Exempt**

JOB DESCRIPTION

In collaboration with the Director of Communications, the Associate Director acts as a resource in providing reliable and timely information to patrons, employees and the public with the purpose of developing an informed citizenry regarding Canyons District. The Associate Director will assist the Director of External Affairs and Director of Communications in responding to public-information requests from the public and the press; craft and deliver public statements on behalf of the Administration and the Board of Education; organize and execute the District's awards and fund-raising events; assist in the creation and implementation of crisis communications plans; help oversee the architecture, content and images on the District's website; develop timely and interesting content for the District's social media presence, and provide leadership in the development and protection of the District's logo, brand and public image.

ESSENTIAL FUNCTIONS

- Shares responsibility with the Director of Communications in marketing the District and promoting the achievements of its students and employees.
- Assists in disseminating factual information about the District and the Board of Education to the news media, school communities, and the general public.
- Prepares press releases, newsletters, reports, and other materials that address the District's educational programs, plans, activities, accomplishments, and policies.
- Provides story ideas and factual information to news media reporters.
- In collaboration with the Director of Communications, responds to requests for constituent- and patron-relations assistance from the Board of Education, Superintendent, Director of External Affairs and other District Administrators.
- Participates with the Director on the District's Emergency Response Team and has the authority to make public announcements related to emergency situations.
- Helps create public-information campaigns in response to needs and objectives of District schools and departments.
- Consults and advises the Administration and staff on matters related to public information.
- Works with CSD webmaster and designer to maintain a comprehensive, current and graphically pleasing website.
- Keeps abreast of matters related to public information and participates in appropriate organizations, makes professional contributions through writing and speaking and represents the District at local, state or national meetings as requested.
- Predictable and reliable attendance.

NON-ESSENTIAL FUNCTIONS

- Other duties as assigned.

- This description should not be construed to contain every function/responsibility that may be required to be performed by an employee assigned to this position.
- To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.
- The requirements listed below are representative of the education, knowledge and experience requirements; the machines, tools and equipment used; background; and any licenses or certifications required.
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.

QUALIFICATION REQUIREMENTS

- Incumbent must be fingerprinted and clear a criminal backgrounds check.
- Requires bachelor's degree and at least five experience in journalism, public relations or marketing. Master's degree preferred.
- Requires skill in news writing, copy editing, and speech writing.
- Requires skill in public speaking, interviewing, and basic research.
- Requires working knowledge of federal and state education law.
- Requires ability to make recommendations to Superintendent regarding selection of media for best coverage; the format and design of communication; the content and quantity of information to be released; and timing of information released.
- Requires ability to interact with District officials, members of the news media, District employees, and parents and patrons.

NOTE: The Administration reserves the right to require specific training for this position. However, depending upon the type and quality of prior work experience and availability of formal training programs, some exchanges can be made between training and experience.

PHYSICAL REQUIREMENTS---Not limited to the following:

- Physical ability to perform the essential functions listed above with or without reasonable accommodation.
- Requires the ability to lift a minimum of ten (10) pounds.
- Possess the physical, mental, and emotional stability to work under stressful conditions, including but not limited to: deadlines, contract requirements, inspection requirements, and interaction with critical personnel.

Note: This list of essential and marginal functions and of physical requirements is not exhaustive and may be supplemented in accordance with the requirements of the job.

All employees are required to participate in the District evaluation process.
It is the employee's responsibility to review and adhere to all district policies and procedures.
This information may be reviewed at www.canyonsdistrict.org

ADA _____ HR _____

Effective date: 11/01/2019