



Job Title: **Director of Communications**

Department: **Communications**

Supervisor: **Superintendent**

Lane Placement: **Administrative Lane 8**

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

FLSA Classification: **Exempt**

JOB DESCRIPTION

The Director of Communications is responsible for the production of official District communications to the news media, school community, employees, and general public with the purpose of developing an informed citizenry on matters related to the school system and provides leadership in development and protection of the school District's public image.

ESSENTIAL FUNCTIONS

- Disseminates factual information and interprets District policy and School Board actions through verbal, visual and printed communications to the news media, school community, employees and general public.
- Prepares press releases, newsletters, reports, and other materials that address and interpret the District's educational programs, plans, activities, accomplishments, problems, concerns, needs and policies.
- Responds to communication requests from the Board of Education, Superintendent, District Administrators and the news media.
- Serves as a member of the District's Emergency Response Team with authority to make public announcements related to emergency situations including school closures.
- Creates information programs in response to needs and objectives of District schools and departments.
- Provides in-service training and consultation services to staff members on matters related to public information.
- Provides leadership and direction to ensure that operations and activities of the Communications Department comply with District and Board goals, policies and guidelines and are in keeping with good management and accountability practices.
- Operates within budget allocations and implement cost accounting/cost effective procedures in procurement of equipment and supplies and also in reproduction and distribution of communication materials.
- Develops and implement short and long-range planning procedures which include training, accountability, management and evaluation of Communications operations.
- Assists in the development, recommendation and interpretation of policies and procedures as they relate to District programs and personnel.
- Keeps abreast of matters related to public information and participate in appropriate organizations, make professional contributions through writing and speaking and represent the District at local, State or National meetings as requested.
- Supports the management and security of physical facilities and property as a member of the District Management Team.
- 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 degree in journalism, public relations or a closely related field.
- Requires skill in expository writing, new writing, creative writing, copy editing, photography, typing, and working with various types of photographic and printing equipment.
- Requires skill in public speaking, interviewing, basic research and public relations.
- Requires ability to make recommendations to Superintendent regarding selection of media for best coverage, format and design of communication, content and quantity of information to be released, timing of information releases.
- Requires ability to interact with all District officials, members of the news media, District employees, and parents and make presentation to various groups.

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