POSITION DESCRIPTION

TITLE: Communications Manager
LOCATION: Administrative Service Center
REPORTS TO: Executive Director of Communications
DEPARTMENT: Community Relations

SUMMARY STATEMENT:
Under the supervision of the Executive Director of Communications, the Communications Manager is responsible for providing and overseeing comprehensive communications services—including electronic, print, and oral communications for internal and external audiences.

ESSENTIAL FUNCTIONS:
1. Under the guidance and administrative supervision of the Executive Director, implement strategic communication plans that support the long-range goals and objectives of the school district.
2. Manage or oversee projects and activities of the Communications, Community Partnerships, Community Education and Electronic Communications staff including print, television/video and web-based communication; marketing communication; media relations; recognition programs; and collaborate on projects with community partners.
3. Improve the understanding of, and support for, district initiatives and priorities by maintaining relationships and communications with diverse audiences including staff, parents, community members, media, business leaders, public officials, and service agencies.
4. Conduct, monitor and evaluate survey results to gauge community and staff opinions and attitudes concerning education and the district.
5. Develop and publish informational materials, including newsletters, news releases, brochures, email, and website content for general and specific audiences; promote district news, events, and accomplishments through various media avenues.
6. Oversee the coordination of special events, levy and bond informational campaigns and election support, and other district-led initiatives and outreach meetings.
7. Maintain knowledge of rules, regulations and legislation governing educational programs, and stay informed of current issues and trends in educational leadership and professional communications.
8. Assist the Executive Director with strategic planning initiatives, special projects, budget preparation and monitoring, and other administrative leadership responsibilities.
9. Supervise, train, mentor and evaluate employees.
10. Perform other related duties as assigned.

PHYSICAL DEMANDS REQUIRED:
- Vision (66-100%) Hearing (66-100%) Speaking (66-100%)
- Driving (33-66%) Walking (33-66%) Sitting (33-66%)
- Writing (33-66%) Standing (33-66%)

MENTAL DEMANDS REQUIRED:
- Reading Documents (66-100%) Problem Solving (66-100%) Training (66-100%)
- Reasoning (66-100%) Verbal Communication (66-100%) Written Communication (66-100%)
- Customer Contact (66-100%) Multiple Concurrent Tasks (66-100%) Constant Interruptions (66-100%)
- Confidentiality (66-100%) Presence of Risk (66-100%) Unusual Environmental Conditions (66-100%)

Percentages of requirements of physical and mental tasks are only an estimate. Reasonable accommodations for persons with a disability will be considered in order for them to perform the essential functions of the job.

(66-100%) = Continuously (33-66%) = Frequently (Up to 33%) = Occasionally
TOOLS AND EQUIPMENT NECESSARY:
Computer, tablet, smart phone, photo camera, and/or other necessary equipment to perform the essential functions as listed above.

MINIMUM QUALIFICATIONS:
1. Bachelor’s degree in journalism, public relations, communications, writing, English or a related field; Master’s degree preferred but not required.
2. Seven or more years of increasingly responsible experience in communications, public relations, or marketing, some of which must be in a leadership and supervisory capacity.
3. Able to effectively communicate with internal and external audiences in a positive manner.
4. Demonstrated ability to organize, set priorities, and coordinate activities, and to manage multiple tasks, projects and budgets under tight deadlines and within established procedures.
5. Demonstrated ability with writing, electronic and web communications, social media, graphic design, photography and related software, preferably in a school education setting.
6. Demonstrated ability to establish and maintain positive working relationships with a wide variety of people.
7. Able to work independently, to think critically, to solve problems, and to maintain confidentiality.

Notice of Nondiscrimination:
Evergreen Public Schools does not discriminate in any programs or activities on the basis of sex, race, creed, religion, color, national origin, age, veteran or military status, sexual orientation, gender expression or identity, disability, or the use of a trained dog guide or service animal and provides equal access to the Boy Scouts and other designated youth groups. The following employees have been designated to handle questions and complaints of alleged discrimination:

<table>
<thead>
<tr>
<th>Title IX Coordinator</th>
<th>Section 504/ADA Coordinator</th>
<th>Civil Rights Compliance Coordinator</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cale Piland</td>
<td>Holly Long</td>
<td>Tracy Thompson</td>
</tr>
<tr>
<td>13501 NE 28th Street</td>
<td>13501 NE 28th Street</td>
<td>Director Human Resources</td>
</tr>
<tr>
<td>P.O. Box 8910</td>
<td>P.O. Box 8910</td>
<td>13501 NE 28th Street</td>
</tr>
<tr>
<td>Vancouver, WA 98668-8910</td>
<td>Vancouver, WA 98668-8910</td>
<td>P.O. Box 8910</td>
</tr>
<tr>
<td>Telephone: (360) 604-4431</td>
<td>Telephone: (360) 604-6711</td>
<td>Telephone: (360) 604-4010</td>
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260-261 Days Per Year (Includes Holidays)
8 Hrs. Per Day

Revised Date: 10/26/2018
Classification: Management/Confidential

Communications Manager