POSITION DESCRIPTION

TITLE: Director of Communications and Community Engagement
LOCATION: Administrative Service Center
REPORTS TO: Superintendent
DEPARTMENT: Community Relations

SUMMARY STATEMENT:
This Cabinet level position is responsible to plan, organize, and direct internal and external communication activities and community involvement programs in a strategic manner consistent with and supportive of the district’s mission. The position provides leadership and direction for the Evergreen Public School’s community relations and diverse community outreach and education program, including media relations, and internal and external communications. The position provides a planned and systematic two-way communication function implemented on a year-round basis. The Director plans and directs programs which assist in interpreting public attitudes, develops and implements involvement and information activities aimed at earning community and staff understanding and support, oversees the Business Partnership and Volunteer programs, and assists in the identification and development of policies and procedures in the public interests.

ESSENTIAL FUNCTIONS:
• Design, develop, and implement an annual communications plan; conduct research; perform analysis and planning including budget planning; develop and evaluate communications tools, including the district website, blogs, video, broadcast email, and letters targeted to community groups; integrate social media in the district’s communication plan.
• Demonstrate and understand educational issues, and articulate district views and issues to a wide variety of audiences.
• Exercise leadership in promoting and implementing the District’s vision, mission, goals, and strategic commitments.
• Act as an integral part of the district’s cabinet and leadership teams. Provide a public relations point of view to district-level decisions, and provide input to the administrative team in the development of school and public relations efforts.
• Design and execute a structured District Community Engagement Plan; develop community outreach activities.
• Ensure effective media relations by thorough, accurate reporting of the district issues and events, serve as the liaison between the news media and the district. Implement crisis communication plans as necessary, manage media relations, and advise district staff.
• Assure effective public relations by maintaining relationships and communications with news media, school sites, civic groups, businesses, employee organizations, local, state, and federal government officials, public agencies, district staff, senior citizens, non-parent citizens, new residents, religious institutions, real estate agents, and key communicators. Interact with parents, community members, business leaders, public officials, and service agencies to improve understanding of and support for District initiatives and priorities.
• Assure effective relations with local, state and federal government representatives. Be knowledgeable on appropriate educational issues and/or legislation and serve as a resource to keep the school board, administrators, staff, and residents aware of pending legislation that could affect the district; and provide testimony and/or solicit research when appropriate.
• Provide management and the Board information on community attitudes and opinions by regularly assessing communication needs. Conduct informal and formal surveys of the community and staff opinions and attitudes concerning education and the district.
• Work with district administrators and staff to publicize and promote special programs sponsored by schools and open to the public (i.e. performances, exhibitions, displays, dedications, etc.).
• Prepare speaker support materials and occasional grant applications, writes letters to key audiences for the Board and superintendent; edit communications at the request of the superintendent, cabinet, principals, and others.
• Develop and publish informational materials, including newsletters, news releases, brochures, email, and website content for general and specific audiences.
• Provide executive communication support for the Superintendent, including the preparation of speeches and presentations, and the writing of articles and correspondence.
• Serve on Boards, commissions, and advisory committees to represent school district interests.
• Collaborate with partners and lead district teams in planning and coordinating special events such as community tours, site visits, the Evening of Excellence, and community forums.
• Promote district accomplishments, and pursue opportunities for state, regional, and national recognition of the district through articles, conferences, and awards.
• Contribute to the public understanding of levy and bond proposals put before the voters by the Board by developing and managing information campaigns.
• Serve as the district’s liaison to the Evergreen School District Foundation.

Mental Demands:
Required to represent the District on potentially controversial matters; required to meet deadlines and support a variety of committees; occasionally required to deal with distraught, hostile or angry individuals over sensitive matters. Required to understand different cultures of the school district and build bridges among cultures represented on school district committees.

OTHER RESPONSIBILITIES:

PHYSICAL DEMANDS REQUIRED:

MENTAL DEMANDS REQUIRED:

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:

MINIMUM QUALIFICATIONS:
1. Bachelor’s degree in Journalism, Public Relations, Communications, Mass Communications, Public Administration, Marketing, or a related field.
2. Three to five years of increasingly responsible experience in communications, public relations, marketing, or public information, some of which must be in a supervisory or management capacity.
3. Demonstrated ability to manage multiple tasks and projects.
4. Experience in communications, public relations, or public information with public schools preferred.
5. Accreditation through a national public relations organization preferred.
6. At least three years of experience in a supervisory/administrative capacity preferred.
7. Must possess excellent verbal and written communications skills.
8. Experience in planning, implementing, evaluating, and budgeting for communications and community outreach programs.
9. Demonstrated ability to organize, set priorities, and coordinate activities.
10. Demonstrated ability to establish and maintain positive working relationships with a wide variety of people.

260-261  Days Per Year (Includes Holidays)
Hrs. Per Day

PSE: ________________________________________  Date: _______________

District: ________________________________________  Date: _______________

Revised Date: ________________________________  Date: _______________
Classification: Management/Confidential
Class: Management/Confidential
Display on Web? No

Director of Communications and Community Engagement