

Director of Communication

Reports to: Superintendent

Qualifications

The Director of Communication should possess:

1. Bachelor's Degree
2. Training or expertise in the areas of communication and public relations (to include photography skills, computer knowledge and publication skills.)
3. Training or expertise in news reporting activities.
4. Personality conducive to approaching patrons with District needs.

Other Requirements

Clearance on background check that is satisfactory to the Senior Administration. Possess positive character traits that are student-centered. Possess ability to interact and communicate effectively with others.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills and abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

Essential Functions

1. Communicate the District's accomplishments to our patrons.
2. Organize and energize patrons into a network of supporters through a number of activities.
3. All activities and communications must be approved by the Superintendent prior to utilization.
4. Tell our story to the public rather than be dependent on others.
5. Convey to the community what is going on in our school programs and the state of the schools - develop a conscious intelligence in the community about every phase of our schools.
6. Emphasize the success, scope and extent of services to patrons, and thereby instill a pride regarding "their" schools as well as document and establish needs.
7. Produce a monthly newsletter (when school is in session) to patrons, a staff newsletter, a monthly report to staff concerning the actions taken during School Board meetings, preparation of brochures for the District as a whole or for individual building needs, the submission of current and feature length news articles to the media and the preparation of radio or television service spots.

8. Attend administrative and Board meetings and, as such, is considered part of the administrative team. He/She must attend school functions such as band concerts, PTA meetings, assemblies, awards presentations and other such extra-curricular activities. He/She must be familiar with the faculty and be successful at garnering information leading to newsworthy articles for publication.
9. Ability to organize and influence patrons.
10. Organize citizen's advisory councils and, with the help of the staff, identify and contact prospective citizens. Meeting dates, formats and agendas need to be organized by the Director. Follow up reports and letters of appreciation are also included in this responsibility.
11. Develop a business partnership program whereby businesses may, through various strategies, support school programs.
12. Develop and maintain an updated list of District supporters.
13. Development of District volunteer programs, including the maintenance of lists of patrons who could aid the District in various ways.
14. Take periodic public surveys as appropriate to the job mission.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

Physical Demands

The individual who holds this position is regularly required to walk, hear and speak and must have close moderate and distance vision ability. This individual must be able to travel between district facilities. The position requires a moderate amount of travel, both in and out of state.

The work conditions and environment described here are representative of those that an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

Conditions and Environment

The work environment is consistent with a typical office environment.

Evaluation of Performance and Employment

The evaluation of performance will be conducted by the Superintendent. The Director will be considered for employment at the regular February meeting of the Board of Education, as per the recommendation of the Superintendent.

Director of Communication (cont.)

Length of Contract

12 months

Type of Position

Exempt

As a political subdivision, employer, recipient of federal funds, and educational institution, the Board of Education is prohibited from, and hereby declares a policy against engaging in unlawful discrimination, including harassment creating a hostile environment, on the basis of race, color, sex, national origin, ancestry, disability, age, or use of leave protected by the Family and Medical Leave Act, in its programs, activities, and with regard to employment. The Board is an equal opportunity employer.

Branson Public Schools