

SCHOOL DISTRICT OF SARASOTA COUNTY

JOB DESCRIPTION

DIRECTOR OF COMMUNICATIONS

SALARY SCHEDULE: ADMINISTRATIVE – C

COST CENTER: COMMUNICATION AND COMMUNITY RELATIONS (9075)

QUALIFICATIONS:

- (1) Bachelor's Degree in Communications, Public Relations, Marketing, or related field. Master's Degree preferred.
- (2) Minimum of five (5) years of progressively responsible professional experience in communications, public relations, marketing or public information, of which three (3) years must be in a supervisory or management capacity.

KNOWLEDGE, SKILLS AND ABILITIES:

Exceptional oral and written communication skills, as well as organizational skills. Demonstrated successful experience in media relations, press interviews and crisis communications. Demonstrated success working with people and in establishing and fulfilling goals, objectives, and action plans Ability to target messages to different audiences through a variety of communication avenues. Demonstrated experience and proficiency in electronic communication strategies and social media platforms. High-level interpersonal skills with the ability to relate to and communicate with staff within the organization along with media and stakeholders outside the organization. Ability to prioritize functions and projects while managing time and stress effectively in a fast-paced environment. Knowledge of district, state, and federal policies, guidelines, laws, and rules related to communications. Knowledge of current social media and electronic communication trends. Decision-making skills and accountable for results that facilitate planning and creative processes toward achievement of district goals.

REPORTS TO:

Assistant Superintendent Operations

JOB GOAL

To provide administrative oversight and leadership for the planning, development and implementation of the District's internal and external communications, public relations and outreach programs.

SUPERVISES:

Communication staff, The Education Channel staff, Volunteer and Partnership staff

PERFORMANCE RESPONSIBILITIES:

- * (1) Directs and administers communications procedures, processes, policies and activities for the district.
- * (2) Develops, implements and evaluates comprehensive internal and external district communication plan including, but not limited to, publications, media relations, electronic communications, social media, and the Education Channel television production to include metrics to determine effectiveness of marketing and communication approaches.
- * (3) Plan, develop and implement a coordinated, enterprise-wide corporate communications and branding strategy that will increase the public's knowledge, awareness, and appreciation of school and district operations.
- * (4) Serves as information liaison between the total school system and the community at large and as an intermediary between school administrators/officials and the media.
- * (5) Develop and coordinate a comprehensive crisis communication plan and assist in the management of crisis situations for the district and schools in partnership with the district's Safety and Security Director.
- * (6) Manifests a professional code of ethics and values.
- * (7) Administers budget and supervises staff and/or contractors assigned to the office of Communications.

DIRECTOR OF COMMUNICATIONS (continued)

- * (8) Establishes and maintains two-way communication systems among schools, offices, departments and the district and among the district, the media, and the public.
- * (9) Organizes, assimilates and disseminates facts about the school system to the public through print and non-print media.
- * (10) Provides professional public relations counsel and assistance to the administration, School Board and schools.
- * (11) Serves as spokesperson on behalf of the school district, working with the superintendent and District leadership on key messages to various audiences.
- * (12) Oversees and edits the creation and production of communication materials.
- * (13) Recommends innovative avenues of communication for external and internal audiences.
- * (14) Plans and develops a system of feedback and evaluation regarding the effectiveness of the district's communication strategies.
- * (15) Develops and maintains accurate records of the District's public relations program.
- * (16) Expedites responses to inquiries and complaints received by the department from citizens, news media and school personnel.
- * (17) Provides in-service training as required on public and community relations to include best practices with digital and social media communication techniques.
- * (18) Works closely with community partners to fulfill communications needs to support key academic and social initiatives.
- * (19) Models the routine, intentional, and effective use of technology in daily work, including communications, organization and management tasks.
- * (20) Develop and manage the District's community outreach and communication plans to carry out the District's goals, serve our stakeholders and engage new partners and communities.
- * (21) Oversees the Office of Community Involvement's volunteer and business partner program in support of schools and community organizations.
- * (22) Serves as records custodian and manages all public records requests from multiple stakeholders in a timely, efficient and transparent manner.
- * (23) Sustained focus and attention to detail for extended period of time.
- * (24) Performs related duties as required.
- * (25) Every Sarasota County Schools employee has emergency response responsibilities, though not every position will require routine assignments during an emergency event. All employees are subject to recall around the clock for emergency response operations, which may require irregular work hours, work at locations other than the normal work location, and may include duties other than those specified in the employee's official job description. Assignments in support of emergency operations may be extensive in nature, with little advance notice, and may require employees to relocate to emergency sites with physically and operationally challenging conditions.

PHYSICAL REQUIREMENTS:

Light work: Exerting up to 20 pounds of force occasionally and/or up to 10 pounds of force as frequently as needed to move objects.

TERMS OF EMPLOYMENT:

Salary and benefits shall be paid consistent with the District's approved compensation plan.
Length of work year and hours of employment shall be those established by the District.

EVALUATION:

Performance of this job will be evaluated in accordance with provisions of the Board's policy on evaluation of personnel.

Job Description Supplement No. 11

* Essential Performance Responsibilities