

SCHOOL DISTRICT OF SARASOTA COUNTY

JOB DESCRIPTION

COMMUNICATIONS MANAGER

SALARY SCHEDULE: ADMINISTRATIVE – D

COST CENTER: COMMUNICATION AND COMMUNITY RELATIONS (9075)

QUALIFICATIONS:

- (1) Bachelor's Degree from an accredited educational institution in Communications, Journalism, Broadcast Media, Mass Communications, Public Relations, Public Administration or related field.
- (2) Minimum of five (5) years of progressively responsible professional experience in communications, public relations or public information, some of which must be in a supervisory or management capacity.
- (3) Experienced in planning, implementing, evaluating, budgeting, and managing personnel.
- (4) Preferred: Experience in communications, public relations or public information with public schools, a large non-profit organization or a governmental agency.

KNOWLEDGE, SKILLS AND ABILITIES:

Effective oral and written communication skills. Successful experience in media relations, press interviews and crisis communications. Ability to target messages to different audiences. Positive interpersonal relationship skills. Ability to be proactive, creative and detail-oriented and to prioritize functions and manage time and stress effectively. Knowledge of media and community relations, including understanding of and communication with target audiences. Current technology skills and experience in graphic arts, publications and/or photography desired.

REPORTS TO:

Superintendent or designee

JOB GOAL

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

SUPERVISES:

Various Administrative and Classified staff.

PERFORMANCE RESPONSIBILITIES:

- * (1) Manages communications and community relations initiatives and activities for the District. Manages staff members who support these initiatives and activities. Works with external service providers, consultants and vendors, as needed and/or directed by supervisor, on these and other tasks described below.
- * (2) Develops, implements and evaluates comprehensive internal and external District communication plans, procedures and processes, including but not limited to publications, media relations, electronic communications and television production for The Education Channel.
- * (3) Ensures consistent branding and messaging.
- * (4) Serves as information liaison between the District and the community at large and as an intermediary between the District and the media. Ensures that inquiries for information about the District are addressed in a timely manner. Promotes media coverage for newsworthy accomplishments and events. Serves as spokesperson for the District when appropriate; facilitates media interviews with School Board members, administrators and other subject matter experts.
- * (5) Coordinates crisis communications for the District and schools.
- * (6) Reviews and evaluates the District's ongoing community relations initiatives.

COMMUNICATIONS MANAGER (continued)

- * (7) Administers department budget; supervises and collaborates with staff and/or contractors assigned to the Communications and Community Relations Department.
- * (8) Provides professional public relations counsel and assistance to School Board members and District and school administrators. Advises School Board and District staff on communications and community relations issues.
- * (9) Recommends innovative avenues of communication for external and internal audiences.
- * (10) Solicits feedback through formal and informal means on the activities, products and purposes of communications and community relations initiatives and the District in general.
- * (11) Provides training for District staff on communications, community relations and media relations, as requested.
- * (12) Serves as a positive and professional advocate for students and an ambassador to the community to improve public confidence in and support for the District.
- * (13) Exercises leadership in promoting and implementing the District's vision, mission, goals and strategic commitments.
- * (14) Initiates and supports effective communication among the staff and other internal audiences in the District, including parents, students and volunteers.
- * (15) Interacts with parents, community members, business leaders, public officials and service agencies to improve understanding of and support for District initiatives and priorities.
- * (16) Supervises assigned personnel, conducts annual performance evaluations and makes recommendations for appropriate employment action.
- * (17) Prepares or oversees the preparation of required reports and maintains appropriate records.
- * (18) Maintains a network of contacts and peer support through professional organizations.
- * (19) Performs related duties as required.
- * (20) 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