

## Director for Communications and Community Engagement

<b><u>Reports to:</u></b>	<b>Superintendent</b>
<b><u>Supervises:</u></b>	<b>Assistant Director for Communications</b>
<b><u>Term of Employment:</u></b>	<b>12 months</b>
<b><u>Salary:</u></b>	<b>Appropriate Central Office Administrator Salary</b>
<b><u>FLSA Exempt/Non-Exempt:</u></b>	<b>Exempt</b>

- Qualifications:**
- **Master's degree in English, communications, public relations, journalism, education or a related field OR Bachelor's degree in English, communications, public relations, journalism, education or a related field**
  - **Three to five years of experience or training in public relations or journalism and community engagement**
  - **Or any equivalent combination of training and experience that provides the required skills, knowledge and abilities**

### **Essential Job Functions:**

- Develops and coordinates overall public relations program for the school system
- Supervises, coaches and develops the Assistant Director for Communications
- Serves as information liaison between the school system and the community at large
- Serves in public relations advisory capacity to the Superintendent and coordinates public appearances, activities, communications and presentations as requested
- Develops, coordinates and disseminates district-based publications, communications campaigns and marketing efforts
- Oversees and manages the school district's phone messaging system
- Prepares/distributes publications, promotional/information materials, design ads, announcements, etc. to enhance communications within the school system and the community
- Designs and publishes the school district's yearly calendar
- Prepares/disseminates news releases while maintaining open communications with local media
- Monitors news publications and other media coverage at local, state and national news and distributes information to appropriate personnel
- Provides information and materials to new residents, businesses, realtors and other interested parties
- Is knowledgeable of Freedom of Information/Public Documents law, responds to public requests for such information accordingly and advises district-level officials and schools on matters relating to dissemination of public information

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- Provides consultation and editing services for school board documents including, but not limited to, agenda and minutes
- Ensures all open meeting law notice requirements are met
- Provides leadership and direction for internal communications and continuously looks for improvement opportunities
- Actively builds positive relationships throughout each school and district department
- Serves as a resource to schools and district-level departments in the preparation of publications, reports, news releases and other materials
- Represents the school system in interaction with community agencies and organizations as requested by the Superintendent and actively works to build positive relationships
- Attends staff meetings, etc. to gain knowledge of major programs and directions of the system
- Serves on Superintendent's Senior Executive Team and collaborates across departments
- Oversees and maintains content of the school district's website and social media presence
- Serves as the district volunteer coordinator and supervises the volunteer program for the school system
- Conducts workshops on customer service, media relations and crisis communication
- Coordinates and supports the district's advisory councils
- Coordinates the district's recognitions at School Board meetings
- Serves as the staff liaison to the Moore County Public Education Foundation and provides support and leadership for marketing, development, and expansion efforts
- Performs other duties and responsibilities as assigned by Superintendent

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### Physical and Cognitive Requirements:

The major physical and cognitive requirements listed below are applicable to this job classification within Moore County Schools.

Work in this classification is considered **light physical work** requiring the exertion of up to 20 pounds of force occasionally and a negligible amount of force frequently or constantly to move objects.

Must be able to:

- operate a variety of equipment including computers, copiers, overhead projectors, and data projectors
- operate a motor vehicle
- compare, interpret, analyze and generate data and apply basic principles of statistics
- listen and communicate effectively in order to gather, convey or exchange information, including giving instructions, assignments or directions to subordinates or assistants
- respond appropriately to inquiries or complaints
- use tact and courtesy when working and dealing with community
- read, comprehend, and prepare various kinds of communication and information including emails, correspondence, reports, articles, proposals, contracts, policies, charts, spreadsheets, curriculum documents, staff development plans, educational forms and data
- write using prescribed formats and conforming to all rules of punctuation, grammar, diction, and style
- speak before groups of people with poise, voice control and confidence
- apply principles of logical, critical, creative or scientific thinking to define problems, collect data, establish facts, and draw valid conclusions
- deal with abstract and concrete variables
- demonstrate and apply common sense understanding to carry out simple instruction and to make simple decisions
- interpret, infer, analyze, synthesize, and evaluate materials, resources, situations and problems to generate options and solutions
- interpret and carry out oral and/or written instructions
- demonstrate continued professional curiosity and growth
- communicate effectively and efficiently in a variety of settings, using appropriate terminology and by telephone and email
- hear, speak, read, record, and explain information, communication, and procedures
- perform basic math functions to understand and interpret data, to balance budgets
- deal fairly with people beyond giving and receiving instructions
- perform under stress, deal with persons acting under stress and displaying emotional distress and adapt when confronted with emergency situations