

# **DOUGLAS COUNTY SCHOOL DISTRICT**

## **Position Title: Communications Director**

Reports to: Superintendent of Schools

### **POSITION SUMMARY**

Oversee and direct all District communications, ensuring factual, timely, and accurate information to various stakeholder groups.

### **ESSENTIAL DUTIES & RESPONSIBILITIES**

- D 15% Serves as the District's media spokesperson and press liaison for all media inquiries (print, radio, television) or for press releases initiated by the District. Ensures positive public relations and relationship building necessary for community trust, cohesiveness, and understanding.
- D 20% Develop, write, edit key messages for the Board of Education and District Administrators for dissemination to various internal and external audiences through a range of effective print and electronic vehicles: weekly publications/bulletins, electronic newsletter, annual report, newspaper columns, etc.
- D 15% Assists, participates, and/or facilitates District committees, providing overview of communication considerations and relaying relevant information to interested stakeholders using appropriate media formats.
- W 10% Attain state-level leadership and membership in outside education and civic organizations as a means for gathering data and engaging in discussions likely to affect K-12 education funding initiatives. Communicates District viewpoints and influences support for changes in educational governance.
- D 15% Oversee and approve employment of Communications Department employees, as well as overseeing other supervisory functions, such as mentoring, training, grievance handling, performance evaluations, discipline, and terminations.
- W 10% Develop and monitor the Communications Department budget, including analysis of budget expenditures and recommendations for on-going communications effectiveness in concert with District-wide budgeting allocations.
- M 5% Member of the District Crisis Team, responding to life and death crisis situations. Assists in planning, communication, training, and follow-through strategies for recovery. Provides media relations assistance to sites: letters, scripts, and other media strategies.
- M 5% Conducts media relations training to District Administrators/stakeholders, emphasizing customer service, crisis, and public relations, as well as marketing for schools.
- 5% Performs other related duties as assigned or requested.

### **MINIMUM EDUCATION OR FORMAL TRAINING**

Bachelor's Degree in Journalism, Public Relations or related field of study

### **MINIMUM EXPERIENCE**

Five years experience in a public relations environment, preferably in a K-12 public school district.

## **SKILL REQUIREMENTS**

Advanced oral and written communication and interpersonal skills

- ◆ The ability to distill large quantities of information into meaningful messages and interesting stories for a wide range of audiences
- ◆ Calm, in control and able to articulate issues and stay on message in front of television cameras and in print media
- ◆ Honest, integrity and credibility with District employees, the Board of Education and community leadership
- ◆ Staff development/training skills
- ◆ Editing skills

Attention to detail, problem solving, organizational, & analytical skills

Expert knowledge of computer systems

Knowledge of Continuous Quality Improvement models and data collection tools

Supervisory skills

Budget development and oversight

## **GENERAL EXPECTATIONS**

Is flexible.

Has the ability to work cooperatively with supervisors and co-workers.

Has the ability to understand and follow complex oral and written instructions.

Has the ability to perform responsibilities without the necessity of close supervision.

Has the ability to effectively communicate with the school district community as well as the public at large.

Maintains a generally positive attitude.

Observes all District policies and procedures.

## **LICENSES OR CERTIFICATION**

- ◆ Valid Colorado Driver's License

## **ESSENTIAL ENVIRONMENTAL DEMANDS**

Mostly clean and comfortable.

Moderate exposure to outdoor weather conditions.

Regular public appearances; 24 hours/7 days a week on-call

## **ESSENTIAL PHYSICAL REQUIREMENTS**

Occasional lifting of 10 - 20 pounds.

Frequent sitting, bending, stooping, walking, standing, kneeling, squatting, and reaching.

**SUPERVISORY DUTIES:** Direct supervision of up to 8 Professional/Classified staff members

*The above statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified. Percentages assigned to responsibilities are approximate, and subject to adjustment by supervisors. This job description is not intended to create any express or implied contract of employment or expectancy of continued employment for any definite term.*