

**STARKVILLE SCHOOL DISTRICT
JOB DESCRIPTION**

TITLE: _____ Director of Communications _____

REPORTS TO: _____ Superintendent or Designee _____

LENGTH OF CONTRACT OR WORK YEAR: _____ 12 months _____

SUMMARY: The Director of Communications manages internal and external District communications and public relations, including website, social media, newsletter, marketing materials, and campaigns to provide clear, concise, timely and relevant information to parents, students, staff and community. Components of these responsibilities are newsgathering, photography, website, writing and content decisions. The Director of Communications serves as the District liaison for the media and handles all press inquiries, press conferences, news releases.

SPECIFIC JOB RESPONSIBILITIES:

1. Manage the Starkville Oktibbeha Consolidated School District's brand and reputation ensuring public views the organization favorably.
2. Develop communication strategies for delivery of district culture and execute programs to deliver communications objectives throughout the organization.
3. Serve as a liaison between the district and the community including the media overseeing all press inquiries, press conferences, news releases.
4. Serve as a liaison between the administration, prospective students, families, education support groups, and community organizations.
5. Supervise the preparation of all district publications including brochures for recruitment and orientation of new staff and information brochures for parents of prospective students.
6. Serve as a liaison between the district and media and supervises the production and distribution of news releases, arranges press conferences as necessary, and provides other necessary materials to media for routine and non-routine events and meetings.
7. Plan and implements periodic public sampling relative to present and future needs of the district.
8. Maintain open lines of communication with all community organizations and provides prompt responses to requests for information regarding the policies and programs of the district.
9. Maintain accurate files and mailing lists on community organizations with expressed interest in educational affairs.
10. Serve as a resource for staff development in the area of communications.
11. Develop district-wide activity calendar.
12. Plan, develop and manage media relations strategies for the school district and disseminate school district publications
13. Develop, coordinate and supervise production of multi-media presentations
14. Assist with scheduling of school and district programs such as scheduling open houses and registration events.
15. Report regularly and punctually to assigned work location and notifies supervisor or designed of impending absence in a timely manner.
16. Perform other duties as assigned by the superintendent or his/her designee.

MINIMUM QUALIFICATIONS:

1. Bachelor's degree in communications or related field
2. Experience in educational communications
3. Such alternatives to the above qualifications as the board and superintendent may find appropriate and acceptable

DESIRABLE QUALIFICATIONS:

PHYSICAL DEMANDS AND WORKING ENVIRONMENT:

Environment: Standard office setting; moderate travel; exposure to potentially stressful environments; regularly perform inside and/or outside with potential for exposure to adverse environmental conditions.

Physical: Sufficient physical ability to perform light lifting; occasionally required to walk, sit or stand for prolonged periods of time; may require climbing, stooping, kneeling, or crouching.

Vision: See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents.

Hearing: Hear in the normal audio range with or without correction; the noise level in the work environment is moderate.

KNOWLEDGE, SKILLS, AND ABILITIES

1. Knowledge of school system reports, procedures, and processes.
2. Ability to work with a variety of vendors (printers, photographers, etc.) to obtain quality products.
3. Ability to communicate clearly and concisely, both orally and in writing.
4. Ability to develop effective working relationships with a variety of stakeholders including parents, community members, local businesses, special interest organizations and elected officials.
5. Ability to meet deadlines and work under stress.
6. Ability to read and interpret complex reports on school finance, testing, transportation and a variety of other education-related issues.
7. Ability to write news stories to target audiences.
8. Ability to speak effectively before groups of people.
9. Ability to make judgments on the appropriate method to communicate a variety of District issues and/or news stories.
10. Ability to communicate courteously and tactfully with students, teachers, parents, and the general public.
11. Ability to work independently without supervision, in cross-functional teams, and in a fluid work environment; coordinate projects, maintain schedule of work, and perform under deadlines.
12. Possess skills to operate various technological equipment and tools, search engines, and web-based applications.

Approved by Board of Trustees: _____

Print Name _____ Date _____

Signature _____