Purpose Statement

The job of Director of Communications and Marketing is done for the purpose/s of directing the district's public relations and communication activities; producing district wide publications and web sites; and coordinating media and community relations events.

This job reports to the Superintendent of Schools

ESSENTIAL Functions

● Compiles data from a wide variety of sources (e.g. community groups, Board, staff/departments, etc.) for the purpose of analyzing issues, ensuring compliance with organization policies and procedures, and/or monitoring program components.

● Consults with appropriate departments on internal/external communications issues and the production of publications and presentation materials for the purpose of ensuring district communications are in compliance with stated policies and procedures.

● Develops community outreach opportunities for the purpose of communicating the district brand and marketing the numerous district pluses.

● Handles communications during crisis situations (e.g. media, public, parents, students, staff, etc.) for the purpose of providing accurate and timely information.

● Monitors budget allocations, expenditures, fund balances and related financial activities for the purpose of ensuring that allocations are accurate, revenues are recorded, expenses are within budget limits and/or fiscal practices are followed.

● Oversees assigned program and/or departmental responsibilities (e.g. web site, marketing materials, newsletters, etc.) for the purpose of achieving organizational objectives, and ensuring compliance with legal, and financial requirements.

● Participates in meetings (e.g. media representatives, professional associations, develops networks, workshops, seminars, conferences, etc.) for the purpose of conveying and gathering information regarding a wide variety of subjects required to carry out administrative responsibilities.

● Performs personnel functions (e.g. interviewing, evaluating, training, supervising, etc.) for the purpose of maintaining adequate staffing, enhancing productivity of personnel and achieving objectives within budget.

● Prepares a wide variety of documents and written or electronic materials (e.g. press releases, newsletters, service guides, annual reports, etc.) for the purpose of documenting activities and issues, conveying information, meeting compliance requirements, and/or providing supporting materials.

● Researches a variety of topics (e.g. public policy, education code constraints, etc.) for the purpose of ensuring compliance with regulatory requirements and established guideline, securing information for planning, and/or responding to requests.

● Serves as a liaison between the district and media representatives, community organizations and the public for the purpose of conveying information, publicizing events, and enhancing the relationship of the district and the community.
Other Functions
- Performs other related duties as assigned for the purpose of ensuring the efficient and effective functioning of the work unit.

Job Requirements: Minimum Qualifications

**Skills, Knowledge and Abilities**

SKILLS are required to perform multiple, technical tasks with a need to occasionally upgrade skills in order to meet changing job conditions. Specific skill based competencies required to satisfactorily perform the functions of the job include: writing and oral communication; strategic thinking; operating standard office equipment including utilizing pertinent software applications; planning and managing multiple projects; developing and administering budgets; and developing effective working relationships.

KNOWLEDGE is required to perform basic math, including calculations using fractions, percents, and/or ratios; read technical information, compose a variety of documents, and/or facilitate group discussions; and analyze situations to define issues and draw conclusions. Specific knowledge based competencies required to satisfactorily perform the functions of the job include: various ways to communicate effectively, AP style, K-12 educational system; organizational and time management; concepts of conflict resolution; pertinent codes, policies, regulations and/or laws; and current and developing technology.

ABILITY is required to schedule a significant number of activities, meetings, and/or events; routinely gather, collate, and/or classify data; and use basic, job-related equipment. Flexibility is required to independently work with others in a wide variety of circumstances; work with data utilizing defined but different processes; and operate equipment using defined methods. Ability is also required to work with a significant diversity of individuals and/or groups; work with a variety of data; and utilize a variety of job-related equipment. Problem solving is required to analyze issues and create action plans. Problem solving with data requires independent interpretation of guidelines; and problem solving with equipment is limited to moderate. Specific ability based competencies required to satisfactorily perform the functions of the job include: multitasking; visionary thinking; media savvy; adaptable; organizational skills; innovation; and detail oriented.

**Responsibility**

Responsibilities include: working independently under broad organizational guidelines to achieve unit objectives; managing a department; directing the use of budgeted funds within a work unit. Utilization of significant resources from other work units is routinely required to perform the job's functions. There is a continual opportunity to impact the organization's services.

**Work Environment**

The usual and customary methods of performing the job's functions require the following physical demands: some lifting, carrying, pushing, and/or pulling, and significant fine finger dexterity. Generally the job requires 60% sitting, 20% walking, 20% standing. This job is performed in a generally clean and healthy environment.

**Experience:** Job related experience with increasing levels of responsibility is required.

**Education:** Masters degree in job-related area.

**Equivalency:**

**Required Testing**
None Specified

**Certificates and Licenses**
None Specified

**Continuing Educ. / Training**
None Specified

**Clearances**
Criminal Justice Fingerprint/Background Clearance

**FLSA Status**
Exempt

**Approval Date**
8/15/2016

**Salary Grade**
See Administrator Salary Schedule

**Revised Date**

The purpose and utilization of job descriptions in Liberty Public School District #53 are to ensure the essential functions of each position are articulated in order to create a clear understanding of job expectations for the incumbent while also providing a framework through which the recruiting, hiring, and retaining of employees may be enhanced.