



Columbia County School District Job Description

Position Title: Director of Communications		
Department: Central Office	Evaluation Instrument: Performance will be evaluated annually by the Superintendent of Schools in accordance with Policy GBI – Evaluation of Personnel.	
Pay Grade: Administrative Salary Schedule, Grade S	Pay Type: Salaried – Exempt	Retirement: TRS
Contract Work Year: 243 Days Per Year, 8 Hours Per Day		
Reports to: Superintendent of Schools		

MINIMUM QUALIFICATIONS

Education: Bachelor’s degree required, preferably in communications, marketing, or related field. Master’s degree preferred. Comparable experience required. Accredited public relations credentials preferred but not required.

Essential Knowledge/Skills: This administrative position is designed for a professional public relations practitioner to provide strategic thinking, planning, and execution of a wide variety of communication tools, including web, social media, video, print and media relations. This person will be a member of the Superintendent’s Leadership Team and will advise District Administrators on the handling of crisis situations and assist schools with pro-active branding and marketing. Experience in K-12 education preferred, along with strong verbal and written skills, demonstrated ability to work collaboratively in teams, and proven competence in technology-based digital marketing. Must be proficient in the use of technology and graphic design software. Proficient in Word, Excel, Outlook, Power Point, and Publisher or other desktop publishing software. Command of the English language, written and spoken. Ability to work well with others to include the general public, civic and business leaders.

GOAL

With limited or no supervision, the Director of Communications should be able to manage all aspects of the communications program for the district, to include, but not limited to, employee and community communications, media relations, website development, marketing, and special events.

REPRESENTATIVE DUTIES & RESPONSIBILITIES

JOB FUNCTION:

- Promote, publicize and archive CCSD news, activities, and successes in the improvement of learning, teaching, and student achievement through all communication platforms and area media outlets including print, imagery, and video.
- Provide creative support for internal and external communication efforts, including, but not limited to, print publications, websites, electronic communication, community engagement, media and video productions.
- Plan and direct the development of all school district publications including, but not limited to, the annual report, pamphlets, newsletters, brochures, and audiovisual presentations.
- Develop content, determine layout, and maintain accuracy of the school system website.
- Drive the social media presence for the district with strategic postings to the district social media sites.
- Train and support all school and department webmasters on the use of the website and policies regarding website content.
- Develop, maintain, and monitor content of all school system social media sites to ensure policy compliance.
- Develop and maintain positive relationships with the local media, including newspaper and electronic outlets.
- Confer with business organizations to produce and coordinate dissemination of all materials related to school system operation.

- Assist in the development and updates of policies and procedures regarding website and social media content for all schools and departments.
- Assist schools and departments in the production of various forms of media as requested.
- Promote and expand the school system's Partners in Education (PIE) program to include communicating and assisting schools and departments with PIE program enrollment and contribution tracking.
- Coordinate and recommend for Board approval additions to and deletions from PIE membership.
- Develop and maintain cooperative working relationships with representatives of the community.
- Coordinate annual Business Partner Breakfast and recognition programs.
- Attend after hours district meetings and events to gather information and media for promotion and/or publication.
- Assist with the promotion and marketing of the school district to local and regional businesses and community leaders.
- Develop and present professional learning opportunities and trainings, such as customer service standards and effective school marketing and communication practices.

SKILLS REQUIRED

- Considerable knowledge of the needs of parents, teachers, employees, and the public, both within the Columbia County School District and the surrounding community.
- Superior writing and editing skills and the ability to write for a variety of audiences in a variety of formats, electronic and print.
- Superb speaking skills, related to characteristics such as poise, voice control, and confidence.
- Extensive knowledge of online communications strategies and tactics, latest web technologies, tools, and best practices.
- Considerable knowledge of branding and its relevance in school marketing efforts.
- Ability to work with diverse stakeholder groups.
- Demonstrated success in implementing strong communication campaigns.
- Proven experience with web design, publication, and graphic design.
- Competencies in desktop publishing skills and graphic production and design (Experience with Adobe Creative Suite programs including Premiere Pro, Photoshop, Illustrator, InDesign, and other similar programs).
- Ability to adapt to emerging technologies.
- Possess problem solving skills and reasoning ability.
- Interpret, infer, analyze, synthesize, and evaluate materials, resources, situations, and problems to generate options and solutions for the Superintendent and staff.
- Ability to work with students, staff, parents, and community members in a positive manner with tact and courtesy.
- Ability to perform under stress, deal with persons acting under stress and displaying emotional distress, and adapt when confronted with emergency situations.
- Demonstrate continued professional curiosity and growth.

IMPORTANT NOTES

ESSENTIAL DUTIES

Job descriptions are designed and intended only to summarize the essential duties, responsibilities, qualifications, and requirements for the purpose of clarifying the general nature and scope of a position's role as part of the overall organization. Job descriptions do not list all tasks an employee might be expected to perform, and they do not limit the right of the employer/supervisor to assign additional tasks or otherwise to modify duties to be performed – even if seemingly unrelated to the basic job. Every employee has a duty to perform all assigned tasks. (An employee who is assigned a duty or task believed to be unlawful should report the assignment to the Chief Human Resources Officer.) It should also be noted the order of duties/ responsibilities as listed in the job description is not designed or intended to rank the duties in any order of importance relative to each other.

MINIMUM REQUIREMENTS

In filling a vacant position, preferred or required credentials regarding education, training, experience, and other bona fide occupational qualifications may be established. The credentials shown in this job description may be interpreted only as the minimum criteria existing at the time the description was developed. Other bona fide occupational qualifications and criteria may be utilized as needed in the selection process.

Revised: January 2018