

Job Title: Communications and Public Relations Director
Department: Communications
Reports To: Superintendent
FLSA Status: Exempt
Salary Schedule: AA lane 06 (Director III)



SUMMARY

The Communications and Public Relations Director is responsible for all communications related to Washington County School District with the purpose of keeping the public informed about school and district wide activities by coordinating communications activities at both the district and school levels, establishing in-service training sessions, producing and presenting components for specific programs and activities, and publishing information using a wide variety of media, both electronic and paper.. The Director also functions as a crisis manager to address volatile and crisis situations.

ESSENTIAL DUTIES AND RESPONSIBILITIES *may include the following. Regular, reliable worksite attendance and timeliness is an essential job function to perform the essential duties and responsibilities of the position. While this job description attempts to outline all essential duties of the position, the description is not a contract and the job functions are subject to change at the organization's discretion. Other duties may be assigned.*

Manages multiple, simultaneous PR campaigns covering all components of WCSD including, but not limited to WCSD events, education programs, achievements, goals, School Board announcements, tax issues, competitive educational efforts, emergency situations, crisis management, and community relations.

Supports Learning & Development and Student Achievement Departments with print, electronic, and broadcast media to maximize positive coverage of the WCSD achievements.

Manages and maintains a PR database with targeted distribution lists for dissemination of press releases and other communication initiatives.

Manages, implements, and presents PR communications including, but not limited to news releases, monthly calendars, press information, media advisories, fact sheets, fun facts, and District trivia.

Maintains an online press room on district website, including maintaining teacher/administrator biographies and photos.

Supports the Human Resources Department in creating pitch ideas to promote employment and increase applicant interest that will result in maximum recruitment for the District.

Notifies media of photo opportunities and other news events. Solicits and facilitates broadcast coverage. Presents directly to both news media and District media sources. Ensures compliance with student and government privacy laws.

Manages use of media sources to promote educational objectives and goals to ensure coverage of institutional initiatives.

Proactively develops community support for WCSD Bonding efforts.

Develops and executes social media strategies and campaigns for Facebook, Twitter, Instagram and other social media platforms to help increase followers and engagement, raise the profile of the Washington County School District and the Utah Online Program, and to support revenue initiatives.

Identifies and develops opportunities for the District to present a positive image. Monitor, analyze and communicate PR results on a quarterly basis

Exercises proactive leadership and exhibits support in promoting the Districts vision, mission, goals, and priorities.

Establishes infrastructure to support and guide individual departments and schools in public relations efforts to ensure consistency and quality.

Ensures the support of all schools and departments in development of effective communication plans with the community and parents.

Collects, compiles, and presents information to the Superintendent, Board of Education, media, and the public.

Manages related, design, process, and procedures requirements.

Keeps abreast of current developments, system issues, and changes.

Collaborates and effectively communications, both orally and in writing, with other departments or divisions.

Manages information released to the public and media during volatile or crisis situations.

Plans and executes PR and communications events, providing on-site support as needed.

Manages the budget to support the community relations activities.

SUPERVISORY RESPONSIBILITIES

Supervises the Web, Media, and Design Coordinator, and other production or support staff as required. This position requires completion of a supervisory probationary period or temporary employment status in accordance with District policy.

KNOWLEDGE, SKILLS, ABILITIES, AND QUALIFICATIONS *To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Must demonstrate an acceptable level of maturity, good judgment, and emotional stability.*

Knowledge of communication technologies and various media platforms including social networking, blogs, YouTube, etc.

Must be a solution-oriented multi-tasker, who can prioritize multiple, competing issues and initiatives in a fast-paced environment.

Must have schedule flexibility and willingness to work some nights and weekends for special activities, athletic events, and other event/activities as needed.

Knowledge of public education and charter education programs, needs, and goals.

Ability to pay strong attention to detail and use a high level of tact, diplomacy, and confidentiality.

Must be proficient with web, photo, graphic, and related programs.

Must have exceptional verbal and writing skills; proven editing and proofreading ability.

Ability to read, write, and communicate effectively in English at a level required for successful job performance. Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from management, public groups, and/or the WCSD School Board. Strong written and oral communication skills. Strong presentation and interpersonal skills.

Ability to work with applicable mathematical concepts. Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations. Ability to perform mathematical operations using units of American money.

Ability to apply common sense understanding to carry out essential duties of this position. Ability to carry out instructions furnished in written, oral, or diagram form. Ability to troubleshoot and solve problems involving concrete variables situations. Ability to define problems, collect data, establish facts, and draw valid conclusions.

EDUCATION and/or EXPERIENCE

Bachelor's degree in public relations, marketing/communications, English, journalism, web development, or equivalent from four-year college/university with two to three years of public relations and social media experience in a professional setting; or equivalent combination of education and experience. Must effectively communicate information to the public in an articulate, well-spoken, clear, and positive style using, public presentation, radio, television, on-line video, and other media tools.

CERTIFICATES, LICENSES, REGISTRATIONS

Must have and maintain an active Utah Driver's License. Must complete Utah Risk Management Defensive Driver training every two years. (Utah Code R31-1)

PHYSICAL DEMANDS *The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

While performing the duties of this job, the employee is frequently required to stand, walk, and sit; use fingers and hands to handle; talk or hear. The employee is occasionally required to reach with hands and arms; climb or balance; stoop, kneel, crouch, or crawl; and talk or hear. The employee must regularly lift and/or move up to 10 pounds, frequently lift and/or move up to 25 pounds, and occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, depth perception, and ability to adjust focus.

WORK ENVIRONMENT *The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

While performing the duties of this job, the employee is occasionally exposed to outdoor weather conditions. The employee may be required to work nights or weekends for special events & activities. The noise level in the work environment is usually moderate.

Prepared By: HR Position Management Specialist		Date: 2/5/2016
Approved By: Executive Director, Human Resources		Date: 5/20/2016
<input type="checkbox"/> Review	<input checked="" type="checkbox"/> Revised	By: Superintendent
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		Date: 06/06/2019
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EMPLOYEE ACKNOWLEDGEMENT OF RECEIPT:

By signing below, I acknowledge that I have received a district approved position description for my current position. I understand it is my responsibility to review the position description and direct any questions regarding the position description to my department supervisor or the Human Resources Department.

Print Name:	Date:
Employee Signature:	