

PUBLIC RELATIONS AND STRATEGIC COMMUNICATIONS DIRECTOR

DISTINGUISHING FEATURES OF THE CLASS: This is administrative work involving responsibility for planning, directing and evaluating a comprehensive public relations and strategic communications program for a school district. The incumbent serves as a member of the Superintendent's leadership team and provides executive-level strategic communications counsel to advance the District's mission, vision and priorities. Responsibilities include developing and implementing internal and external communications strategies, serving as the District's primary communications representative, overseeing media and public relations activities, promoting stakeholder engagement and strengthening the District's public image. The work is performed under the general direction of the Superintendent of Schools. Does related work as required.

TYPICAL WORK ACTIVITIES:

Develops and implements comprehensive strategic communications and public relations plans that support District goals and priorities;

Serves as a member of the Superintendent's leadership team by providing executive level communications counsel and recommendations regarding communications strategies and public engagement;

Serves as the District's spokesperson and primary communications representative for the media, community organizations and other stakeholders;

Provides strategic communications support to the Superintendent and District administrators, including preparing communications related to crisis situations and emergency response;

Develops presentations, speeches, correspondence, talking points, news releases and other written communications for the Superintendent and District leadership;

Plans, develops and implements branding and public information initiatives that promote the District's mission, vision, programs and accomplishments;

Develops and manages the District's comprehensive public relations strategy, including media relations, stakeholder communications and community outreach;

Oversees the District's website and digital communications platforms to ensure timely, accurate and accessible information;

Develops, manages and distributes digital communications, including newsletters, electronic publications, social media content and other online communications;

Ensures that District communications consistently reflect the District's mission, values and commitment to fostering a welcoming and inclusive educational environment;

Establishes and maintains effective working relationships with parents, students, staff, Board of Education members, community organizations, elected officials, media representatives and other stakeholders;

Coordinates public information activities related to District programs, initiatives, events and emergency situations;

Monitors media coverage and public perception of the District and recommends communication strategies to address emerging issues;

Plans and directs community engagement initiatives designed to strengthen partnerships between the District and the community;

Collaborates with District administrators and staff to ensure consistent messaging across departments and schools;

Conducts research, analyzes communication trends and evaluates the effectiveness of communications initiatives to recommend improvements;

Maintains records and prepares reports.

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FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Thorough knowledge of the principles and practices of public relations, strategic communications and community engagement; thorough knowledge of media relations, public information and crisis communications; thorough knowledge of communication methods utilizing print, digital and social media platforms; thorough knowledge of branding, marketing and stakeholder engagement principles; good knowledge of the organization and operation of public school districts; ability to develop and implement comprehensive communications strategies; ability to prepare speeches, presentations, news releases and other written communications; ability to analyze complex issues and communicate information clearly to a variety of audiences; ability to establish and maintain cooperative working relationships with administrators, Board members, employees, students, parents, community organizations, elected officials and members of the media; ability to serve effectively as the District's spokesperson; ability to communicate effectively, both orally and in writing; ability to exercise sound judgment, discretion and diplomacy in handling sensitive or confidential matters.

MINIMUM QUALIFICATIONS: A Bachelor's degree or higher in Public Relations, Communications, Journalism, Marketing, English or comparable degree and five (5) years of paid work experience in public relations, communications, public information, marketing or strategic communications, including responsibility for developing and implementing communication strategies, media relations and stakeholder engagement, one (1) year of which must have included administrative or supervisory responsibilities.