

ZANESVILLE CITY SCHOOL DISTRICT
JOB DESCRIPTION

TITLE:	DIRECTOR OF COMMUNICATIONS	REPORTS TO:	Superintendent
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JOB EXPECTATIONS Enhance communication processes that further the district's goals, using a variety of communications tools. Increase communication between school/business/community through activities and other avenues of effective communication. Increase business/community awareness of the district's successes and challenges. Support and strengthen internal communication processes and overall internal communication efforts.

Audiences include: parents, students, community leaders, residents, local and regional media, public officials/government employees, private organizations, and district employees.

- MINIMUM QUALIFICATIONS**
- Bachelor's degree or higher in Marketing, Communications, or Public Relations or equivalent experience.
 - Minimum of five (5) years experience in public education or public relations, including experience in media relations and public relations planning.
 - Excellent oral and written communication skills.
 - Working knowledge of internal and external public relations programs.
 - Ability to communicate easily with a wide range of people, and coordinate efforts to meet district goals.
 - Demonstrated expertise in desktop publications, graphics, photography, website development and multi-media productions.
 - Meets all mandated health requirements (e.g., a negative tuberculosis test, etc.)
 - Documentation of a clear criminal record.

- RESPONSIBILITIES AND ESSENTIAL FUNCTIONS**
- The following duties are representative of performance expectations. Reasonable accommodations may be made to enable a qualified individual with a disability to perform essential functions.
- Provides professional public relations counsel and assistance to the administration, Board of Education, schools parent groups and student groups.
 - Sets Annual communication objectives that support district goals and programs, including budgeting and creating timelines for meeting those objectives.
 - Serves as a liaison person between the district and the new media, the community at large, outside groups and organizations that have a constructive interest in public education and supervises the production and distribution of news releases and media advisories.
 - Recommends innovative avenues of communication for external and internal audiences.
 - Solicits feedback through formal and informal means on activities, products and purposes of the communications program and the school district in general.
 - Develops and maintains accurate records of the district's public relations program(s).
 - Expedites responses to inquiries and complaints received by the department from citizens, news media and school personnel.
 - Supports appropriate research and pilot projects. Identifies and recommends funding opportunities. Helps prepare grant and foundation proposals.
 - Supervises and coordinates the district web site and preparation of all school district publications (except student publications) both internal and external, including such publications as district newsletter, school information brochures, recruitment brochures, orientation brochures for new teachers and staff members, information brochures for the parents of students new to the district, and the like.
 - Serves as a consultant to the superintendent, and through, him/her, to the Board of Education on matters involving the media and school community relationships.
 - Maintains and regularly updates a file of community organizations and their officers, mailing lists of residents, and mailing lists of community groups with clearly expressed interests in educational affairs.
 - Assists the superintendent in explaining public opinion to the school staff.

The Zanesville City School District is an Equal Opportunity Employer. Zanesville City School District ensures equal employment opportunities regardless of race, creed, sex, color, national origin, religion, age, sexual orientation, disability, citizenship status, political affiliation, marital status or other human differences. The District has a policy of active recruitment of qualified minority employees.

Adoption date:

POSITION NO. 1.90

- Speaks at public meetings on issues of general or specific pertinence to district schools and programs at the request of the superintendent.
- Keeps professional current and knowledgeable by attending conferences and meetings, maintaining membership in professional organizations and reading professional literature.
- Accepts personal responsibility for decisions and conduct.
- Strives to develop rapport and serve as a positive role model for others.
- Performs other duties as assigned by the Superintendent.

SKILLS REQUIRED

- The following characteristics and physical skills are essential for the successful performance of assigned duties.
- Articulates a clear vision and provides leadership to advance the change process.
 - Promotes a positive work environment and engenders staff enthusiasm.
 - Skillfully manages individual, group, and organizational interactions.
 - Averts problem situations and intervenes to resolve conflicts.
 - Interprets information accurately and initiates effective responses.
 - Effectively uses verbal, nonverbal, writing, and listening skills.
 - Organizes tasks and manages time effectively.
 - Completes paperwork accurately. Verifies and correctly enters data.

SUPERVISORY RESPONSIBILITY

Under the direction of the superintendent: directs, supervises, and evaluates staff as authorized by board policy, administrative regulations, and contractual agreements. Assumes responsibility for the results of duties delegated to staff.

WORKING CONDITIONS

- Exposure to the following situations may range from remote to frequent, based on circumstances and factors that may not be predictable.
- Duties may require operating and/or riding in a vehicle.
 - Duties may require prolonged use of a computer keyboard and monitor.
 - Duties may require working extended hours.
 - Duties may require working under time constraints to meet deadlines.
 - Exposure to adverse weather conditions and seasonal temperature extremes.
 - Potential for exposure to blood-borne pathogens and communicable diseases.
 - Potential for interaction with disruptive and/or unruly individuals.

EVALUATION

Job performance is evaluated according to the policy provisions adopted by the Pickerington Local School District Board of Education.

TERMS OF EMPLOYMENT	260 contract days beginning August 1
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