

## Union Public Schools Job Description

**Position Title:** Sr. Executive Director of Communications  
**Department:** Teaching and Learning, Office of the Superintendent  
**Reports To:** Superintendent

**FLSA Designation:** Exempt

**SUMMARY:** Plans, directs and supervises the comprehensive external and internal communications for the Union Public School District.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:** *Other duties may be assigned.*

- Plans, directs, coordinates, and evaluates news media relations for the District.
- Identifies issues, events, and programs requiring media attention, solicits and facilitates positive communications regarding the District, and receives communications from administrators and other staff regarding volatile issues that may become a target for media attention.
- Prioritizes communications and public relations needs and directs appropriate and timely response.
- Gathers, edits, and transmits, on behalf of the District and under the direction of the Superintendent, communications regarding educational issues and the District's position on issues to the media and public.
- Develops and maintains primary media contacts and activities.
- Organizes media site visits and assists the press in developing stories.
- Plans and directs dissemination of information including identification of the target audience, as well as the appropriate message, format, and structure of communication.
- Provides consultation to the Superintendent and other staff on all aspects of communications, marketing and public relations.
- Analyzes goals and implements programs and activities to enhance long and short-term communication initiatives.
- Develops and maintains quality standards for District publications.
- Monitors and determines appropriate use of proprietary District logo(s).
- Works with the Superintendent and other administration to develop publications, scripts, and videos as needed for District initiatives, including the Bond issue and the District's annual "Kick-Off" event.
- Works closely with the Superintendent to prepare position statements, presentations and speeches as needed by the Superintendent.
- Composes and produces press releases, fact sheets, brochures, newsletters and other public relations documents.
- Screens flyers/postings brought forward for distribution or posting on District property, applying Board policy to determine if distribution or posting should occur.
- Works with the emergency procedures committee to develop emergency reporting procedures; prints and distributes the emergency procedures publication to all sites for access by all employees.
- Manages the District's electronic calling system, providing training/guidance to staff regarding the appropriate use, perimeters, and appropriate messages to go out from the calling system.
- Develops and maintains, through supervision of the District's webmaster, the District website(s), both for public access and employee-only access.

- Drafts District communication compliance policies for review by the Superintendent and the Superintendent's Cabinet for adoption by the Board of Education.
- Supervises the Board of Education secretary for meeting legal deadlines and requirements for Board of Education requirements such as agendas, posting, minutes of Board meetings, and other functions related to maintenance of records for the Board of Education.
- Provides graphics and printing/publishing assistance for District initiatives through the supervision of the District's Graphic Designer.
- Provides video services for District initiatives through supervision of the District's Videographer.
- Facilitates contracts with outside resources as may be necessary to accomplish District communication requirements, where internal resources do not exist or are limited.
- Develops strong working relationships with administration, staff and media to facilitate effective communications and model exemplary communications skills.
- Maintains punctual and reliable attendance.
- Other duties as required by the Superintendent.

**SUPERVISORY RESPONSIBILITIES:** Supervises the equivalent of two or more full-time employees by overseeing and managing employees in the Communications Department. Carries out supervisory responsibilities in accordance with the District's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

**QUALIFICATION REQUIREMENTS:** *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.*

**EDUCATION and/or EXPERIENCE:** Bachelor's degree required, preferably in journalism, communications, public relations or related field; master's degree preferred; four to ten years of experience in the communications/public relations field; experience in an educational environment desirable; or equivalent combination of education and experience.

**CERTIFICATES, LICENSES, REGISTRATIONS:** None.

**LANGUAGE SKILLS:** Ability to read, analyze, and interpret educational and technical journals, financial reports, and legal documents. Ability to respond to complex inquiries or complaints from media, staff, patrons, regulatory agencies, or members of the business community. Ability to write speeches and articles for publication that conform to prescribed style and format. Ability to effectively present information to top management, public groups, and/or the Board of Education.

**MATHEMATICAL SKILLS:** Ability to apply business-related mathematical concepts.

**REASONING ABILITY:** Ability to apply common sense understanding and advanced analysis to carry out complex written and oral instructions. Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of instructions and deal with several abstract and concrete variables.

**KNOWLEDGE OF:** Principles, methods and theory of communications, public relations and marketing; public speaking techniques; media sources including newspaper, radio, television, internet and other media resources; public education structure, laws and operations related to communications; methods and techniques of editing and news reporting; principles of organization, administration, budget and personnel management; computer software for publishing and editing.

**OTHER SKILLS and ABILITIES:** Ability to plan, organize and direct internal and external communications and public information program(s). Ability to consult with the Superintendent and administrators on effective communication practices including contact with the media and community. Ability to write, edit, design, and publish a variety of public information materials. Ability to develop policies and procedures consistent with District goals. Ability to communicate effectively, both orally and in writing. Ability to establish and maintain cooperative and effective working relationships with others. Proficiency with computers, relevant software packages, and related office technology. Ability to understand public affairs' implications and disseminate the news value of educational programs, activities and events. Ability to change priorities rapidly as circumstances dictate. Ability to select, supervise, train and evaluate staff.

**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 sit and will stand periodically as needed to perform duties. The employee will be required to be mobile for attending various meetings and functions as outlined in this job description. The employee must be able to hear and speak with sufficient volume and with sufficient clarity to be easily understood. The employee must be able to use a keyboard and may occasionally twist, turn, bend, and retrieve and lift materials.

**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.*

The noise level in the work environment is usually quiet, but may be moderate to loud during programs or events.