

Warren County Public Schools

Job Description

Director of Communication and Community Engagement

Reports to: Superintendent

Salary: Admin 1 Grade 25 Salary Scale

Purpose of Position

The Director of Communication and Community Engagement provides leadership and direction for all internal and external division communication, including publications, social media, and community relations, consistent with a well-defined strategy that supports and aligns with the division's strategic plan.

Essential Duties and Responsibilities

Community Relations

- Develops, manages, implements and evaluates a communications strategic plan in a manner consistent with the division's strategic plan.
- Develops, standardizes and manages the division technological communication vehicles and protocols to further strengthen its image and marketing/branding initiatives.
- Evaluates public attitudes, links district policies and procedures with public interest, communicates programs and initiatives to the community, and with the use of current trends and innovations, executes a program of action to deepen the community trust and partnership.
- Works in cooperation with division leadership in the planning, preparing, formatting, publishing and dissemination of division reports and other communications (e.g. division newsletters, annual reports, website, networking, mailings).
- Provides support and direction to division departments and sites in the planning, preparing, formatting, publishing and dissemination of reports and other communications.
- Manages internal communication vehicles and technology tools for access by all staff.
- Identifies and informs community leaders about division work.
- Targets outreach to actively engage with diverse populations throughout our community.

- Develops concepts, writes scripts, secures photos, and supervises the production of multimedia presentations for special events, marketing, or other promotional events.
- Provides leadership for digital communication to the broader community.

Media Relations

- Creates a climate of cooperation between the media and division for mutual benefit in the dissemination of news and information to public audiences at the local and regional levels.
- Serves as a liaison between the division and the media.
- Organizes proactive media relations activities, media conferences, news releases and crisis communications.

Government Relations and Legislative Activity

- Provides leadership for volunteer and employee efforts to inform and engage elected officials and governmental staff in support of public education.
- Develops connections and strong cooperative relationships with the town, county, area agencies, businesses, the chamber of commerce, community members, and other units of government.

Marketing/Advertising

- Directs division promotional activities.
- Cooperates with school and program leadership in welcome activities.
- Reviews all public opinion polling instruments before use and shares the results with designated division administrators.

Program Management

- Provides leadership for development and implementation of the communications program.
- Provides direction, including development of tactical, strategic and trending plans, forecasts, and evaluation information.
- Utilizes information in developing goals for division as a whole (e.g. community outreach, technology usage).
- Assists with development of division policies, procedures, and budgets.
- Develops and implements marketing/branding plans for the division.
- Guides employees in developing plans for their respective roles and in utilizing the necessary resources to reach specific audiences.
- Serves as the employee liaison for the division's initiatives.

Budget Management

- Develops and administers the communications budget.
- Identifies funding opportunities to generate federal, state, or private financial support.
- Directs program efforts to obtain funding.

Training

- Increases the internal assets of the organization by providing training for employees and volunteers to strengthen their skills in communication techniques, professional tools, and resources.
- Provides training on customer service techniques to ensure employees maintain the division's positive public images.

Volunteer Management

- Recruits, trains, and supports volunteers needed for communications activities.
- Provides leadership and support for parent communications efforts.

Performs Other Duties as Assigned

Required Qualifications

- Minimum five years of experience preferred in a composite of the following areas: directing organizational public relations, community relations, media relations, or government relations. Preferred experience in schools and/or public sector.
- Experience in marketing/advertising, print operations, publications management, website management, digital communication and/or fundraising.
- Evidence of technological proficiency, including social media.
- Ability to follow laws and district policies.
- Ability to read and interpret complex reports on school finance, testing, transportation, and other education-related topics.
- Ability to take complex ideas and market them to a diverse audience.
- Ability to speak effectively before groups.
- Excellent communication and human relations skills.
- Awareness of community resources.

Additional Information

- Ability to perform the following actions occasionally: sitting, using hands dexterously, talking, hearing, lifting and carrying up to 10 pounds, reaching, stooping, walking, standing, bending, and crouching.
- Must have a valid driver's license where travel among the district buildings and outside of district occurs on an occasional to frequent basis.
- Frequent evening and early morning meetings.