

Jordan School District  
**ADMINISTRATION JOB DESCRIPTION**

Job Title: <b>Director of Communications</b>	Job Family: 01
Department: Communications	Lane Placement: <b>Z 3</b>
Supervisor's Title: Superintendent of Schools	Contract: 242 days
FLSA Classification: <u>Exempt</u>	Hours per day: 8
Original date: <u>05/83</u> Revised: <u>11/91</u> Revised: <u>06/94</u> Revised: <u>12/11</u> Revised: <u>07/25</u>	

### **GENERAL FUNCTION**

The Director of Communications is responsible for the production of official district communications to the news media, school community, employees, and general public with the purpose of developing an informed citizenry on matters related to the school system and provides leadership in development and protection of the school district's public image.

The incumbent is responsible to follow all policies and guidelines as detailed by District policy.

### **ESSENTIAL FUNCTIONS**

- Serves as the district spokesperson with members of the media through the dissemination of factual information and interpretation of district policy and Board of Education (BOE) actions through verbal, visual and printed communications to the news media, school community, employees and general public.
- Gives wide visibility to the public through press releases, newsletters, reports, and other materials that address and interpret the district's educational programs, services, curriculum, activities, goals and accomplishments.
- Manages news media requests and responds to communication requests from the BOE, Superintendent and District Administrators.
- Serves as a member of the district's Emergency Response Team with authority to make public announcements related to emergency situations including school closures.
- Responsible to enhance the reputation, image and credibility of the district. Encourages parent involvement in the education process.
- Responsible to receive, research and distribute information submitted to the district through the GRAMA process.
- Assists in the preparation and dissemination of any bond efforts taken by the BOE.
- Provides in-service training and consultation services to staff members on matters related to public information.
- Coordinates, communicates and provides leadership and direction to ensure that operations and activities of the Communications Department comply with district and BOE goals, policies and guidelines and are in keeping with good management and accountability practices.
- Operates within budget allocations and implements cost accounting/cost effective procedures in procurement of equipment and supplies and also in reproduction and distribution of communication materials.
- Develops and implements short and long-range planning procedures which include training, accountability, management and evaluation of communications operations.
- Assists in the development, recommendation and interpretation of policies and procedures as they relate to district programs and personnel.
- Keeps abreast of matters related to public information and participates in appropriate organizations, make professional contributions through writing and speaking and represent the district at local, State or National meetings as requested.

- Participates in meetings (e.g. professional associations, develops networks, workshops, seminars, conferences, etc.) for the purpose of conveying and gathering information regarding a wide variety of subjects required to carry out their administrative responsibilities.
- Supports the management and security of physical facilities and property as a member of the district management team.
- Responsible to maintain and update the district's policy manual.
- Attends BOE meetings and other events or meetings as assigned.

### **NON-ESSENTIAL FUNCTIONS**

- Other duties as assigned.

- This description should not be construed to contain every function/responsibility that may be required to be performed by an incumbent assigned to this position.
- Incumbent is required to perform other related functions as assigned. Other related functions can be performed for no more than 20% of an employee's normal workweek (i.e. eight (8) hours per week, or thirty-two (32) hours per month).

### **QUALIFICATION REQUIREMENTS**

- Incumbent must be fingerprinted and clear a criminal background check.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the education, knowledge and experience requirements; the machine, tools and equipment used; and any licenses or certifications required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.

#### **Minimum Job Qualifications:**

- Requires a bachelor's degree in journalism, public relations or a closely related field.
- Master's degree in journalism, public relations or related field preferred.
- Requires a minimum of five years prior job related work experience with demonstrated competence.
- Experience or knowledge in public education preferred.
- Requires skills in conflict resolution and organizational and time management.
- Requires skills in expository writing, news writing, creative writing, copy editing, photography, typing, and working with various types of photographic and printing equipment.
- Experience preparing and implementing a successful school bond election preferred.
- Requires experience in communicating with print and broadcast reporters. Requires skills in public speaking, interviewing, basic research and public relations.
- Requires a valid Utah driver's license.
- Requires ability to make recommendations to the Superintendent regarding selection of media for best coverage, format and design of communication, content and quantity of information to be released, timing of information releases.
- Requires ability to interact with all district officials, members of the news media, district employees, and parents and make presentation to various groups.
- Requires availability to handle any situation during or after hours. Requires extensive off hours support of all district communications needs.
- Requires strong computer skills required for the position which may include Internet, Email, Microsoft Office Suite, web design tools, etc.

**NOTE: The Administration reserves the right to require specific training for this position. However, depending upon the type and quality of prior work experience and availability of formal training programs, some exchanges can be made between training and experience.**

**Machines, Tools & Equipment Used:**

- Operating standard office equipment including utilizing pertinent software applications.

**Physical Requirements – Not limited to the following:**

- While performing the duties of this job, incumbent is regularly required to speak and/or hear. Frequently required to stand; walk; reach with hands and arms and stoop, kneel, or crouch. Occasionally required to use hands to handle or feel.
- Must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds.
- Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision and depth perception.

- Physical ability to perform the essential functions listed above with or without reasonable accommodation.
- Possess the physical, mental and emotional stability to work under stressful condition, including but not limited to: deadlines, contract requirements, inspection requirements and interaction with critical personnel.

**NOTE:** *This list of essential and marginal functions and of physical requirements is not exhaustive and may be supplemented in accordance with the requirements of the job.*