

SALEM-KEIZER PUBLIC SCHOOLS JOB DESCRIPTION

6/20	<u>DIRECTOR OF COMMUNICATIONS and COMMUNITY RELATIONS</u>	3.3.1
Effective Date	Job Title	Index

1. Primary Function: Plans, directs and supervises internal communications, district-to-patron communications, media relations, grant information and coordination, special information campaigns, and districtwide business partnerships.

2. Responsibilities:
 - 2.01 Work directly with the superintendent to advise on district wide direction related to community relations and strategic direction.
 - 2.02 Serve as a member of both the superintendent's executive team and cabinet.

 - 2.03 Plans and directs the District's public information program, establishing two-way communications with both internal and external audiences.
 - 2.02 Leads proactive media relations to help elevate the district, schools, students and staff profiles locally, regionally and nationally.
 - 2.03 In conjunction with the emergency operations center, leads crisis response for school-based emergencies and district-wide events.
 - 2.04 Provides districtwide leadership and training for communications best practices.
 - 2.05 Creates inclusive communication plans to elevate the voices of Latinx, Black, African-American, Pacific Islander, Native American and LGBTQ+ students, staff and community members.
 - 2.06 Develops and directs implementation of community partnerships focusing on partnerships that impact the total district and benefit our students and their families.
 - 2.07 Establishes and maintains cooperative relationships with Chambers of Commerce, community agencies, advocacy organizations including the Salem-Keizer Coalition for Equality and the Salem Chapter of the NAACP, and explores ways and means of creating business partnerships using community and school resources in the total education program.
 - 2.08 Provides leadership for an office that manages internal communications, external communications, two-way community engagement with diverse populations, crisis communications, media relations and public record requests.
 - 2.09 Oversees video production for internal, external use and broadcast on CCTV.
 - 2.10 Keeps informed on rules, regulations, laws, and court decisions relative to the District.
 - 2.11 Establishes an annual comprehensive grants development plan, identifying district needs and priorities.
 - 2.12 Directs and/or facilitates the application process for the acquisition of grants that are deemed to be priorities of the district.
 - 2.13 Coordinates the District proposal/application development processes for all grant applications/proposals submitted by the District.
 - 2.14 Prepares and recommends capital and operating budgets for Communications and Community Relations, and controls expenditures within operating budget.

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- 2.15 Supervises employees and directs staff coordination in the Communications and Community Relations departments, including grant acquisition.
- 2.16 Recommends hiring, transfer, and/or termination of departmental employees. Evaluates performance and recommends salary increases.
- 2.17 Provides communication support to the Superintendent and School Board.
- 2.18 Performs other duties as assigned.

3. Major Planning Requirements:

- 3.01 Prepares long- and short-term plans for communications, community relations, grant and business partnership acquisition

4. Key Relationships:

- 4.01 Superintendent: Reports to this position.
- 4.04 Supervisor of Communications staff.
- 4.05 Chambers of Commerce and Community Agencies, Community Groups, and Organizations: Acts as liaison with any groups interfacing with the District.

5. Minimum Qualifications:

- 5.01 Master's degree in public administration, communications or a related field or Accreditation in Public Relations.
- 5.02 Minimum of five years in professional and managerial experience in public administration, communications or a related field.
- 5.03 Bilingual candidates encouraged to apply.

6. Term of Employment: 12 months

7. Salary level: 212A

7. Working Conditions:

The position works in an office with occasional travel to schools and frequent evening meetings.

8. Physical Requirements:

Frequent reaching, handling, fingering, talking and hearing. Mobility to work in a typical office setting and use standard office equipment, stamina to remain seated and maintain concentration for an extended period. Hearing and speech to communicate in person or over the telephone. Vision: Frequent near acuity; occasional far acuity. Vision to read printed materials, computer screens and/or other monitoring devices. Strength: Light– Exert force to 5-10 lbs. frequently, and up to 10 lbs. constantly or a negligible amount of force frequently to lift, carry, push, pull or move objects.

Salem-Keizer School District is an equal opportunity employer.