

SALEM-KEIZER PUBLIC SCHOOLS JOB DESCRIPTION

10/20	COMMUNICATIONS PROJECT MANAGER & OPERATIONS SUPERVISOR	3.7.9
Effective Date	Job Title	Index

PURPOSE

To support the director on improving the continuity and operational function, workflow and processes of the Community Relations and Communications department.

SUPERVISION RECEIVED AND EXERCISED

Reporting to the Director of Community Relations and Communications, works in concert with director performing tasks based on operational methodologies as it relates to communications within major and diverse organizations like school districts. Work is reviewed and results measured.

Helps ensure high quality and timely delivery of products and services. Although no direct reports with exception of part-time video and photography staff, this position exercises functional and technical supervision over assigned project/program staff and the day-to-day performance of their jobs.

Ensures that project/department milestones/goals are met and adheres to approved budgets. Extensive knowledge of department processes.

ESSENTIAL FUNCTIONS OF THE JOB - May include, but are not limited to, the following:

Develop and maintain an overall program/project work plan that defines appropriate and attainable goals, tasks and resources required. Leading work of team of communications coordinators/assistants to ensure fulfillment of deliverables

Assist director with districtwide crisis communications and media relations, serving as back-up public information officer for media outlets and communications editor.

Contribute operations information and recommendations to strategic plans and reviews; prepare and complete action plans; implement production, productivity, quality, and customer-service standards; resolve problems; and identify trends. Identify equipment and software needs to improve productivity. Help prepare an annual budget.

Update job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.

Communicate customer issues with director and help devise ways of improving the customer experience, including resolving problems and complaints.

Communicate all operating policies and/or issues as needed at department meetings. Liaison to assigned program and develops communications plans for district initiatives, including research and evaluation of effectiveness and tracks plans to completion.

Maintaining quality control and keeping up to date on new internet technologies and standards.

Writing news releases, articles, and news items and editing the copy of other contributors.

Creating, writing, and producing video programs for district staff.

Providing copy, design, and photographs, and providing guidance related to printing.

DESIRED QUALIFICATIONS

Knowledge of and skills in:

Decision-Making

People Supervision

Budget Development

Critical Thinking and Problem-Solving Skills

Planning and Organizing

Communication Skills

Delegation

Teamwork

Ability to:

Plan, organize, direct, and evaluate programs, projects and services and implement changes in methods and techniques as needed.

Research and analyze technical information and prepare reports and recommendations.

Operate a computer to enter, revise, and retrieve information and to formulate methods of collecting and presenting information using a variety of software programs including MS Word, advanced Excel, and PowerPoint.

Analyze and resolve procedural and technical problems.

Communicate effectively orally and in writing by demonstrating excellent speaking, writing, and editing skills.

Work effectively with communications and districtwide staff.

Maintain a flexible work schedule. May necessitate the attendance of evening meetings based on work demand.

May attend meetings/presentations as necessary outside the regular workday.

Experience and Training:

Any combination of experience and training that would likely provide the required knowledge and abilities is appropriate. A representative way to obtain the knowledge and abilities would be:

Bachelor's degree from an accredited college or university with major course work in communications, management, business, public administration, education, or a related field.

Seven plus years of responsible analytical and technical program support experience at least two of which must include program supervision and/or coordination.

WORK ENVIRONMENT:

Climate controlled office settings and exposure to low noise intensity levels.

Project site visits throughout the District.

High level of contact with district personnel, community group and coordinating agencies.

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: Sedentary/Light – Exert force to 20 pounds frequently and 20-25 pounds on occasion. Negligible amount of force frequently to lift, carry, push, pull or move objects.

Salem-Keizer School District is an equal opportunity employer.