VACANCY NOTICE

POSTING DATE: August 23, 2021

CLOSING DATE: September 3, 2021 or until Filled

POSITION TITLE: Executive Director of Communications

PRIMARY FUNCTION: The Executive Director of Communications is responsible for developing, leading, and executing a comprehensive and strategic communications plan for multiple audiences that publicizes the district’s educational programs. This position serves as the district’s chief spokesperson, as well as public relations counsel to the Superintendent. The Executive Director of Communications provides leadership and drives the development and execution of an overall strategic communications plan in support of the strategic direction of the district.

REQUIREMENTS:

Educational Level: Bachelor’s Degree in Educational Administration/Leadership, Journalism, Communications, Public Administration or related field required. Master’s Degree preferred.

Experience: Minimum 5 years of progressively responsible management level experience which includes substantial experience in corporate, institutional, or agency communication/marketing required

Physical Activities: Routine physical activities that are required to fulfill job responsibilities. Must be able to lift and move boxes and/or storage containers weighing 25 to 30 pounds and be able to frequently lift, carry, push and/or otherwise be able to move tables, chairs, boxes, carts and/or containers.

Proficient Skills:
- Demonstrated experience with media operations and public relations functions
- Excellent ability to interact directly with reporters from print, radio, and television media
- Exemplary and demonstrated communication, presentation, interpersonal and public speaking skills
- Knowledge of digital and social media marketing and communication strategies
- Knowledge of current issues facing public education
- Ability to manage departmental budget and ensure expenditures are within approved budget and in conformance with District fiscal procedures
- Demonstrated ability to design and implement short and long range objectives
- Ability to use collaborative skills to lead diverse groups within the school community to realize the DCSS vision and accomplish goals
- Knowledge of school district operations and procedures
- Proficient in Microsoft Office and or Google Suite

**ESSENTIAL DUTIES:**

1. Demonstrates prompt and regular attendance.
2. Serves as information liaison among the total school system, between the school system and the community at large.
3. Maintains open lines of communication with all community organizations and provides prompt responses to requests for public information about the district, its policies and programs.
4. Oversees the management, planning, direction, and implementation of a proactive communications program to maintain and enhance the reputation of the district; Ensures public information activities contribute to the attainment of district goals and initiatives.
5. Develops a strategic vision for a comprehensive communications plan for the Douglas County School System to promote district initiatives and to create or maintain a favorable public image and/or raise awareness for the district.
6. Communicates and represents the Superintendent’s vision and perspective internally, and to the general public/community, as designated by the Superintendent.
7. Oversees the development and effective execution of the crisis communications plan, a key element in the district’s crisis management strategy.
8. Serves as a strategic advisor to the Superintendent and district staff regarding communications, community relations, and public relations.
9. Evaluates and directs the district’s public relations and communication strategy and executes effective campaigns/programs on a local, state, and national basis, with major emphasis on employee communications and communications between the district and community.
10. Develops and implements a plan to build and maintain public support for public education and the school system in collaboration with the Superintendent and executive staff.
11. Develops and manages the effective execution of the Douglas County School System “brand” through all stakeholder, community, industry, and employee venues.
12. Works with executive leadership to assess stakeholder expectations on district initiatives and develops a plan to mitigate any negative impact.
13. Establishes and maintains effective working relationships with district employees, government officials, and media representatives and leverages these relationships to develop new business opportunities.
14. Anticipates technological, societal, and regulatory trends and provides advice to district leadership accordingly.
15. Develops and implements a culture, values and beliefs, which supports the district’s overall strategic plan and ensures these are integrated into communication efforts and is consistent across all channels.
16. Evaluates new media platforms and leverages those avenues that will have
the greatest impact in the communication strategy
17. Develops policies and procedures related to the communications plan and implements guidelines to ensure adherence to these
18. Evaluates and coordinates appropriate opportunities to implement and monitor innovative procedures and processes that professionally enhance facets of communication, both internally and externally
20. Coordinates the maintenance of the school system website.
21. Serves as liaison officer between the district and news media and supervises the production and distribution of all system-level news releases; arranges for press interviews and conferences as necessary; prepares press kits for board meetings and other events as needed.
22. Organizes and implements the Teacher of the Year recognition.
23. Coordinates recognition of students, employees, community representatives and others at Board of Education meetings.
24. Plans and implements employee recognition for years of service, retirement and other outstanding performance.
25. Supervises and coordinates all system-wide publications
26. Facilitates the setting and publication of an annual school year calendar
27. Plans and implements professional development activities for schools and district offices designed to help employees improve school-community relations and communications.
28. Participates in local, state, and national professional public relations meetings, activities and associations.
29. Responsible for public notification of all Board of Education meetings
30. Performs other duties as assigned by the appropriate administrator

REPTS TO: Superintendent of Schools

APPLICATION PROCEDURES:

External Applicants: Apply online through Frontline. Submit a cover letter stating interest in this specific position, a standard resume and a list of three references with addresses and phone numbers, as soon as possible.

Current Employees: A letter of interest, resume and a list of three references with address and phone numbers, as soon as possible.

Email your application materials to Human/Resources@dcssga.org by September 3, 2021.

The Douglas County School system does not discriminate on the basis of race, gender, color, age, religion, national origin, or disability in its employment procedure.