

## **GUILFORD COUNTY SCHOOLS JOB DESCRIPTION**

### **JOB TITLE: DIRECTOR - COMMUNICATIONS DISTRICT RELATIONS DIVISION**

#### **GENERAL STATEMENT OF JOB**

With limited or no supervision, performs responsible professional work in the District Relations Division. The Director – Communications is responsible for leading the development, implementation and management of targeted communications strategies that will contribute to an overall effort to build the branding and visibility of the organization while keeping in alignment with the district’s strategic plan. The Director – Communications manages all aspects of the communications program, including but not limited to: employee communications, media relations, website and microsites, publications, collateral materials, marketing, special events, e-marketing and direct marketing, social media/new media communications, and GCSTV-2. Work also involves researching, planning, developing and executing internal and external communication programs in alignment with the strategic plan; managing media relations, managing crisis communications at the district and school level; and developing and producing high quality communication tools and materials to meet specific audience needs in a variety of formats. The Director is also responsible for developing and executing strategic plan initiatives, including but not limited to: Area IV: Respectful and Responsive Service, and Area II: Supportive Family and Community Involvement. Reports to the appropriate supervisor.

#### **SPECIFIC DUTIES AND RESPONSIBILITIES** **ESSENTIAL JOB FUNCTIONS**

Develops and maintains GCS brand standards and ensures that all GCS communications adhere to adopted/approved brand standards; develops and coordinates specific internal and external communication plans on major strategic plan and district initiatives.

Develops and presents staff development opportunities and trainings for principals, Cabinet members, and other personnel on variety of communications topics, including: customer service, media relations, home-school communications, school marketing, crisis communications, interpersonal communications, etc .

Writes and edits compelling copy for variety of media that is on-brand in terms of messaging; edits and proofreads copy for Cabinet members; works with other District Relations employees on improving their research, writing and editing skills.

Evaluates communication plans, programs and initiatives for effectiveness; conducts and/or coordinates public opinion research; uses public opinion research in communication planning processes.

Provides communication counsel on specific issues and protocols to principals and central administrative personnel.

## **DIRECTOR - COMMUNICATIONS**

Develops and maintains current standard operating procedures; sets and manages deadlines for various projects; manages day-to-day operations of District Relations staff; coordinates work of District Relations team with other departments, divisions, and schools.

Manages a variety of outsource providers and vendors (graphic and video production, paid media/advertising, freelance writing/editing, project management) and serves as district liaison and representative with various employee groups and externally with area business and community groups.

Manages media relations, crisis communications, the district website, social media sites, special events, internal/external communications, school and district marketing plans and promotions, and the production and development of district publications and collateral materials.

Oversees collaboration with translators to ensure key messages are translated into other languages for the Web and print publications.

Conducts research and analyzes public opinion polls to gauge district communications effectiveness and quality of service delivery.

Manages and oversees proactive media relations on a daily basis with local, state and national press/reporters.

Manages respectful and responsive service initiative, including training, communications, monitoring and evaluation.

Manages branding team to ensure consistency of brand in all media.

Creates and implements communication plans for strengthening internal communication, improving service and expanding the recognition of excellence by students, employees, former students and former employees.

Implements and analyzes variety of data, polls, surveys, evaluations and other measures to gauge the effectiveness of district communication efforts.

Identifies specific measurable division goals that advance GCS' mission and vision.

Trains school administrators on the topics of effective school marketing and communication, media relations, customer service, interpersonal communications, and related topics.

Oversees the identification, competitive bidding, and selection and monitoring of external vendors.

Develops budgets for division and initiatives; monitors budgets and processes to ensure compliance with GCS policies and procedures for production and procurement.

Acts as a liaison to GCAE and other employee organizations.

Acts as a liaison to the media, business officials, non-profit directors, business partners, Realtors, faith leaders and other community contacts, as directed by the Chief of Staff.

## **DIRECTOR - COMMUNICATIONS**

Leads employee recognition efforts.

Acts as GCS spokesperson and on-screen host for district programming as needed by outside media representatives and/or GCSTV 2.

Evaluates the work performance of subordinate staff.

### **ADDITIONAL JOB FUNCTIONS**

Works with other departmental staff on projects such as representation of the school system to various organizations, staff meetings, general office reports, and general information sharing.

Performs other related work as required.

### **MINIMUM TRAINING AND EXPERIENCE**

Bachelor's degree in business administration, public relations, or a related field plus 7 or more years of experience in public relations, journalism, administration, marketing, employee communications, and/or special event planning; or any equivalent combination of training and experience which provides the required skills, knowledge and abilities. Supervisory experience preferred. Master's degree and/or Accreditation in Public Relations (APR) or Accredited Business Communicator (ABC) certifications preferred.

### **MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS**

**Physical Requirements:** Must be physically able to operate a variety of automated office machines and equipment including computers, copiers, calculators, overhead projectors, cameras, etc. Must be able to exert a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects. Sedentary work involves sitting most of the time, but may involve walking or standing for periods of time.

**Data Conception:** Requires the ability to compare and/or judge the readily observable, functional, structural, or composite characteristics (whether similar to or divergent from obvious standards) of data, people or things.

**Interpersonal Communication:** Requires the ability to speak and/or signal people to convey or exchange information. Includes giving instructions, assignments and/or directions to assistants or subordinates.

**Language Ability:** Requires the ability to read correspondence, reports, forms, etc. Requires the ability to prepare correspondence, reports, handbooks, etc., using proper format. Requires the ability to talk to groups of people with poise, voice control and confidence.

**Intelligence:** Requires the ability to apply rational systems to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists; to interpret a variety of instructions furnished in oral, written, diagrammatic or schedule form.

## **DIRECTOR - COMMUNICATIONS**

**Verbal Aptitude:** Requires the ability to record and deliver information, to explain procedures, to follow oral and written instructions. Must be able to communicate efficiently and effectively in standard English.

**Numerical Aptitude:** Requires the ability to utilize mathematical formulas; to add and subtract totals; to multiply and divide; to determine percentages and decimals; and to apply the principles of statistics.

**Form/Spatial Aptitude:** Requires the ability to inspect items for proper length, width and shape.

**Motor Coordination:** Requires the ability to coordinate hands and eyes rapidly and accurately in using automated office equipment.

**Manual Dexterity:** Requires the ability to handle a variety of office equipment. Must have minimal levels of eye/hand/foot coordination.

**Color Discrimination:** Requires the ability to differentiate between colors and shades of color.

**Interpersonal Temperament:** Requires the ability to deal with people beyond giving and receiving instructions. Must be adaptable to performing under stress and when confronted with persons acting under stress.

**Physical Communication:** Requires the ability to talk and/or hear: (talking: expressing or exchanging ideas by means of spoken words; hearing - perceiving nature of sounds by ear). Must be able to communicate via telephone.

### **KNOWLEDGE, SKILLS AND ABILITIES**

Superior communications planning and project management skills.

Strong knowledge of online communications strategies and tactics, latest web technologies, tools and best practices.

Superior writing and editing skills and the ability to write for a variety of audiences in a variety of formats (electronic and print).

Ability to manage multiple projects and meet deadlines with a focus on results.

Ability to organize and manage the work of others, including direct reports.

Considerable knowledge of the fundamentals of public relation, marketing, media relations, and related fields.

Considerable knowledge of the needs of parents, teachers, employees, and the public, both within the GCS and the Guilford County community.

Considerable knowledge of publication production and AP style.

## **DIRECTOR - COMMUNICATIONS**

Considerable knowledge of branding and its relevance in marketing efforts.

Ability to develop, maintain and evaluate internal relationships.

Ability to train, support and motivate employees and school staff.

Ability to develop and evaluate public opinion polls and surveys.

Ability to develop communication plans and service improvement plans.

Ability to research the needs of the district in order to provide effective and efficient administrative management in the area of service.

Ability to plan and coordinate group activities and special events.

Ability to design various forms and develop publications.

Ability to develop standard manuals and procedures for programs.

Ability to use a variety of office machines, including popular computer-driven word processing, spreadsheet and file maintenance programs.

Ability to establish and maintain moderately complex records and files, and to prepare reports from such data.

Ability to communicate effectively both orally and in writing.

Ability to exercise independent judgment and initiative in applying standards to a variety of work situations.

Ability to establish and maintain effective working relationships with other employees and the general public.

### **DISCLAIMER**

The preceding job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees to this job.