

**Hood River County School District
Job Description**

Job Title: Director of Communication
Reports To: Superintendent
FLSA Status: Exempt
Classification: Administrator
Contract Days: 230

JOB SUMMARY

The Director of Communication priorities include but are not limited to the development, planning, coordination, and leadership of the District's communication program, including brand identity, public information, and stakeholder engagement. The Director of Communication is responsible for advising, guiding and supporting the Superintendent with public communications and internal/external stakeholder events. In addition, the Director of Communication supports District and Department leadership, building leadership, the Board of Directors, and partner organizations to provide direction for community engagement, media relations, and internal and external communications. This position is responsible for supporting and leading District initiatives and managing projects as assigned. The Director of Communications provides technical assistance and coaching to departments and schools to develop, implement, evaluate, and sustain, culturally inclusive community engagement, strategic planning processes and highlights program implementation.

This position has a significant amount of contact with people, requiring public and human relations skills, flexibility of nature and effective oral and written communication skills. This position requires the use of independent judgment to deal with a variety of unanticipated problems and concerns. The Director of Communication works under the direction of the Superintendent.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Essential duties of this position include the following. Employees in this position perform some or all of the following tasks. Other duties may be assigned.

- Directs the overall communications and community relations strategy for the District.
- Measures the effectiveness of existing engagement methods and sets and pursues public relations objectives toward advancing the Hood River County School District's strategic plan.
- Provides guidance and training to Hood River County School District leaders on effective strategies, including writing, marketing material, web content and design, presentations, photography, social media, and other forms of regular communication.
- Possess strong knowledge and understanding of current trends in digital media/social media.
- Establishes and maintains mutual and effective relations with District staff, media, law enforcement, and diverse community and special interest organizations. Utilizes relationships to effectively advance the District's mission and vision. Understands the need to, and is able to effectively build relationships across various cultures.
- Plans and organizes community, family, stakeholder, student, staff, and other communication and public relations events.
- Collaborates with District translators and interpreters to effectively communicate with our diverse community.
- Appropriately maintains and secures confidential records and inquiries.
- Plans, coordinates, and conducts surveys or information gathering efforts to assess the effectiveness of District programs.

- Prepares and/or oversees the preparation of recurring and special Superintendent and Board communications, bulletins, and press releases. Applies a thorough understanding of policies, preferences, strategic plans, and District mission, vision and values statements to shape communications acceptable to the Superintendent and the Board.
- Exercises an extremely high degree of accuracy and correctness when preparing communications materials. Serves as an expert in concepts of grammar and punctuation, principal of copy writing, and editing.
- Proficient in the use of industry standard page layout, graphic design, video editing, and web design software.
- Revises and Distributes District notifications and updates signage for all school sites as needed.
- Coordinates emergency communications with Superintendent and District Safety Officer, maintains protocols, and provides guidance for staff on using communications systems for emergency notifications.
- Performs special projects as assigned by the Superintendent.
- Complies with applicable District, state, local and federal laws, rules and regulations.
- Monitors local and national news and events. Identifies and swiftly responds to communication opportunities that will effectively advance and/or support the District's priorities.
- Professionally represents the school and the District in interactions with parents, community, staff and students.
- Maintains and prepares content and materials for posting on the District website and social media platforms. Provides support to building staff assigned to maintain building website and social media platforms.
- Collects, formats, transmits, or distributes data required for District reports and documents as directed.
- Research data for topics as requested by District/School/Department leadership.
- Recommends and oversees communications budgets in alignment with strategic planning.
- Models and enforces the established district and school policies, regulations and protocols.
- Attends work regularly.
- Attends meetings as requested and works cooperatively with committees or organizations related to District initiatives and projects.
- Coaches, motivates, and recognizes staff.
- Occasionally performs work beyond a standard 40-hour work week when work-load requires.
- Liaison with Network and Information Technology.
- Ability to organize work, set priorities, and meet deadlines.
- Other duties may be assigned as needed.

ESSENTIAL LEADERSHIP QUALITIES

Essential Leadership qualities of this position include the following. Employees in this position possess the following qualities.

- **Trust:** Develop trust among co-workers, community members, families, and leadership through honesty, high expectations, and fairness.
- **Communication:** Communicate in an inclusive, culturally sustaining, and collaborative manner.
- **Equity:** Elevate the voices of those traditionally underserved and assist staff to ensure culturally sustaining communications and environments.
- **Vision:** Lead with vision for excellence and follow-through.
- **District-wide perspective:** Be involved in, and supportive of, continuous overall improvement of the District.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Successful experience working with culturally diverse families and communities, and/or have otherwise demonstrated a commitment to equity and strengthening engagement of a diverse community and skill in communicating with a diverse population.
- Bachelor's degree in communications, journalism, or directly related fields.
- Three (3) or more years of experience in public relations, communications, education, and/or marketing preferred.
- Demonstrated experience in working independently; organizing and managing tasks; making judgement decisions, and meeting timelines.
- In depth knowledge of PreK-12 Public Education, educational trends, and education legislation.
- Builds and maintains relationships with regional Districts, state partners, colleagues, and peers to collaborate and maximize the reach of community relations strategies.
- Ability to follow oral and written directions.
- Able to establish and maintain effective relationships with those encountered in the course of the work.
- Ability to deal with problems involving several concrete variables in standardized situations.
- Ability to learn and apply new information or new skills.
- Self-motivated and professional.
- Valid state driver's license and reliable personal transportation.
- Possession of CPR/First Aid certificate desirable.

LANGUAGE SKILLS

Spanish and English language skills preferred. Ability to read, analyze, and interpret educational periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and memos. Ability to effectively present information and respond to questions from groups of supervisors, agency partners, parents, school district personnel, students, and the general public.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit, talk, lift, bend, carry, move about, speak and hear. The employee is regularly required to use hands to fingers, handle, feel or operate objects, tools or controls and reach with hands and arms.

The position requires light to moderate physical effort. The employee is regularly required to reach with hands and arms using a keyboard and monitor(s). Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and the ability to adjust focus.

The employee must occasionally lift and/or move up to 50_pounds and occasionally over 50 pounds.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The work environment varies and includes standard office, school buildings and school grounds settings. The noise level in the work environment is usually low to moderate with occasional loud noises.

The work involves minimal exposure to unusual elements, such as extreme temperatures, dirt, dust, fumes and unpleasant orders. The work environment involves some exposure to hazards and physical risks, which require following basic safety precautions.

Note: This is not necessarily an exhaustive or all-inclusive list of responsibilities, skills, duties, requirements, efforts, functions or working conditions associated with the job. This job description is not a contract of employment or a promise or guarantee of any specific terms or conditions of employment. The school district may add to, modify or delete any aspect of this job (or the position itself) at any time as it deems advisable.

Prepared By: Catherine Dalbey

Updated: March 2020

I have read and understand this job description. My signature acknowledges that I am capable of performing the essential functions of this position with or without reasonable accommodations.

Employee Signature:

Date:

Employee Print Name

Supervisor Signature:

Date:

Supervisor Print Name