

PUEBLO SCHOOL DISTRICT 60
ADMINISTRATIVE JOB DESCRIPTION

It is essential that all employees of Pueblo School District 60 understand our mission is to provide a high-quality education that assures each student the knowledge, skills, and dispositions to lead a life of purpose and impact. Employees support the community and thrive in connecting with our students by embracing the core values of the district, which state:

- We believe that the success of every student is our most important commitment.
- We believe that collaboration and engagement with our community, parents, staff, and students are essential to our success.
- We believe that we must act with integrity, celebrate diversity, and promote equity.
- We believe that each individual must be treated with dignity and respect.
- We believe that the social and emotional well being of our students is as important as their academic needs.
- We believe that it is our responsibility to provide a safe, positive, and supportive environment for our students and staff
- We believe that our community heritage, traditions, and history should inform our response to future student and district needs.

As we embrace these values and consider their impact, we will achieve our vision of being a high performing school district that inspires community confidence. Each employee plays a part, and that contribution should bring us closer to helping each student achieve their dreams.

Job Title: Director of Communications and Community Relations
Prepared Date: 7/2/2018
Revised Date: 9/1/2021
Work Year: 220 days
Department: Communications
Reports To: Superintendent of Schools
Salary Range: APT Salary Schedule
Benefits: Fringe Benefits based on Schedule C Benefits
Status: FLSA Status: Exempt

SUMMARY OF FUNCTIONS:

The Director of Communications and Community Relations is responsible for coordinating public relations activities including press releases, publication production, photography, Board meeting communications and other special events. This position is also responsible for assisting in establishing and maintaining a positive and consistent image of the district. Responsible for the supervision of the District Print Shop, District Broadcasting, as well as volunteer services district-wide

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. The physical demands, work environment factors, and mental functions described below 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.

REQUIRED:

- Bachelor's Degree in Communications, Marketing, Journalism, or related field
- Five (5) years of experience communications related field
- Valid Colorado Driver License
- Employee must complete a fingerprint-based criminal background check and must be cleared by the Office of Human Resources
- Must be able to communicate effectively in English, both orally and in writing, using proper grammar and vocabulary

PREFERRED:

- Master's Degree
- Previous experience in general news writing, communications planning, and issues management
- Previous experience with elected boards
- Prior experience with corporate support (supporting the image of a large organization)
- Experience developing and implementing branding campaign
- Experience in broadcasting

KNOWLEDGE AND SKILLS:

- Exceptional oral and written communications skills
- Strong Organizational skills
- Knowledge of media relations, press interviews, and crisis communication
- Ability to work with people and in establishing and fulfilling goals, objectives, and action plans
- Ability to target messages to different audiences through a variety of communication avenues
- Proficiency in electronic communication strategies and social media platforms
- High level interpersonal skills with the ability to relate to and communicate with staff within the organization along with media and stakeholders outside the organization
- Ability to prioritize functions and projects while managing time and stress effectively in a fast-paced environment
- Knowledge of district, state, and federal policies, guidelines, laws, and rules related to communications
- Knowledge of current social media and electronic communication trends
- Decision making skills and accountable for results that facilitate planning and creative processes toward achievement of district goals
- Superior presentation skills
- Excellent follow-through skills
- Knowledge of publication production procedures both in print and electronic media
- Ability to work in a crisis situation and maintain composure

ESSENTIAL JOB DUTIES AND RESPONSIBILITIES:

The following statements of duties and responsibilities are intended to describe the general nature and level of work being performed by individuals assigned to this position. These statements are

not intended to be an exhaustive list of all duties and responsibilities required of all personnel within this position. This organization believes that every individual makes a significant contribution to our success. That contribution should not be limited to assigned responsibilities. Therefore, this position description is designed to define primary duties, qualifications and job scope but should not limit the incumbent nor the organization to the work identified. It is our expectation that every employee will offer his/her services wherever and whenever necessary to ensure the success of the District's/department's goals. Actual duties, responsibilities, frequency, and percentages may vary depending upon building assignments and other factors.

- Coordinate, design and direct a communications plan for the district which includes strategies for accurate information gathering and distribution of district and school events, activities, functions and programs
- Act as editor in the design, composition, and management of the production and distribution of all district communication and publications for staff and community, such as district newsletters, staff newsletters, brochures, pamphlets, flyers, district events, activities, calendars and handbooks
- Act as writer/producer/director and editor of all district electronic communications, including, but not limited to radio, television or other forms of digital media
- Act as producer/director of all district radio and video productions
- Develop and maintain an effective working relationship with the news media
- Together with the superintendent, represent the district as its spokesperson with all of its constituencies including the media and general public
- Prepare news releases, organize news conferences and notify media for coverage of major functions, events, activities, presentations, and announcements on the district
- Work cooperatively with administrators, staff, schools, and the community in planning and developing informational programs and task forces as needed for the effective communication and marketing needs of the district
- Member of district crisis team responding to life and death crisis situations. Assist in planning, communication, training, and follow-through strategies for recovery. Provide media relation assistance to sites: letters, scripts, and other media strategies as media contact and district spokesperson during emergency or crisis situations
- Conduct media relations training for District administrators/stakeholders, emphasizing customer service, crisis, and public relations, as well as marketing for schools
- Attend meetings of community and governmental agencies as a representative of the district
- Attain state level leadership and membership in outside education and civic organizations as a means for gathering data and engaging in discussion likely to impact K-12 education funding initiatives
- Supervise the communications staff and the Departments of Document Services and Web Development
- Oversee the district's volunteers in public schools (VIPS) programs
- Work with the district's parent engagement program
- Assist in the planning and communication of periodic polling of public opinion regarding district issues or current issues in education
- Attend all district school board meetings
- Maintain confidentiality of issues at all times

- Promote school district’s strategic plan
- Communicate to media (print and broadcast) and the broader community the progress the school district is making toward becoming a high achieving school district
- Work directly with the superintendent in preparing presentations to the community on issues germane to Pueblo School District 60
- Obtain corporate and community sponsorships to support District initiatives

NON-ESSENTIAL DUTIES:

- Perform any and all other duties as assigned by the Superintendent

The physical demands, work environment factors, and mental functions described below 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.

PHYSICAL DEMANDS:

Every facilities employee must be able to pass a lift test required by the District. While performing the duties of this job, the employee is required to stand; walk; sit; use hands and fingers to handle or feel. The work requires the use of telephone and using fingers to operate computer keyboards. The employee is continually hearing and speaking to exchange information. The employee is required to reach with hands and arms; climb or balance; and stoop, kneel, crouch, or crawl.

In an 8-hour workday, this job requires:

R – Rarely (Less than .5 hr per day)

F – Frequently (2.5 – 5.5 hrs per day)

NA – Not Applicable

O – Occasionally (.5 – 2.5 hrs per day)

C – Continually (5.5-8 hrs per day)

Physical Requirements	NA	R	O	F	C
Sitting				X	
Stationary Standing				X	
Walking (level surface)				X	
Walking (uneven surface)				X	
Crawling	X				
Crouching (bend at knees)			X		
Stooping (bend at waist)			X		
Twisting (knees/waist/neck)			X		
Turn/Pivot			X		
Climbing (stairs)			X		
Climbing (ladder)	X				
Reaching overhead			X		
Reaching extension				X	
Repetitive use arms					X
Repetitive use wrists					X
Repetitive use hands grasping				X	
Repetitive use hands squeezing				X	
Fine manipulation				X	
Using foot control	X				
*Pushing/Pulling			X		

Maximum weight: 40 lbs.					
Lifting Maximum weight: 40 lbs.			X		
Carrying Maximum weight: 40 lbs.			X		

WORKING CONDITIONS:

Employee will work primarily in a school/office environment with both natural and fluorescent lighting; fast-paced work, constant interruptions; The noise level is usually quiet in an office environment but can be noisy at times.