



Groveport Madison Local Schools Position Description

- TITLE:** Director of Communications & Community Relations
- REPORTS TO:** Superintendent of Schools (or designee)
- JOB GOAL:** Develops, maintains, and executes results-driven communications strategies that support the mission and vision of the school district.

EDUCATION & EXPERIENCE

- Bachelor's degree in communications, public relations, journalism, or a related field (or a minimum of five years of experience in a military public affairs role).
- Minimum of five (5) years of related experience in a communications or public relations field
- Extensive experience using the Microsoft Office Suite of products, including Word, Excel, and PowerPoint (experience using Adobe Creative Suites products, including Photoshop and InDesign a plus).
- Ability to work non-traditional office hours.
- Previous experience working in a public school district or university communications setting is preferred.
- Other qualifications the Board and Superintendent may find appropriate.

DEMONSTRATED SKILLS NEEDED

- Excellent written and verbal communication skills, with considerable experience in writing/editing and proofreading.
- Exceptional interpersonal relationship skills are required.
- Excellent analytical, critical thinking and judgment skills are a must as is the ability to communicate complex concepts and issues to an array of audiences.
- Understanding of management and strategic planning.
- Ability to address media and other concerns in a calm and efficient manner.
- Ability to multi-task and calmly respond to crisis situations.
- Ability to understand historical, current, and future trends in communications, and in particular, the digital content and social media space.

ESSENTIAL DUTIES & RESPONSIBILITIES (the following are not necessarily ranked in order of importance)

- **Strategic Communications** –
 - Develop with the Board, superintendent, and administrative team effective communication strategies that support the short- and long-range needs of the school District.
 - Assist the Board and superintendent with developing and publicizing information about the District's performance on goals and objectives.

- Write, edit, and produce high-quality publications including back-to-school information, annual reports, newsletters, brochures, special event programs, and other materials.
- Oversee the design and content of the District's web site. Oversee the District's WebTechs to ensure they are maintaining their school's website.
- Manage the District's mass notifications system; issue timely alerts for emergency closures, building emergencies; maintain the District's school closing protocols.
- Create content for talking points, articles, and speeches for the Superintendent and the Board of Education.
- Oversee all social media channels and monitor content and messages; monitor content of community social media outlets as it relates to the school district.
- Strategize and implement internal/external communications programs with principals and other administrators.
- Oversee the production of video content for the District and school websites and general distribution.
- **Crisis Communications Planning and Response**
 - In conjunction with the Director of Safety, develop and implement a crisis communications response plan.
 - Participate in the District's Safety Committee.
 - Regularly communicate the District's efforts to maintain safe environments for students and staff.
- **Community Relations**
 - Serve as information liaison between the school district and the community at large.
 - Represent the District in partnership with various public entities and community organizations; look for opportunities for the District to participate in community events.
 - Set objectives for the District's community relations program, to include budget planning for meeting those objectives.
 - Serve as the District's official representative to Groveport Madison Human Needs Board.
 - Expedite responses to inquiries and complaints received by the department from parents, students, staff, and the community.
 - Maintain the District's VIP and key contacts databases.
- **Media Relations**
 - Develop respectful, trusting relationships with local and regional media representatives. Respond to media inquiries, and issue media alerts, releases, and statements, as necessary.
 - Maintain database of news media contacts.
 - Serve as the District's spokesperson for various media needs.
- **Event Planning** – Develop and oversee internal and external events that bring positive attention to the school district.
- **Other Essential Duties**
 - Provide consultation and support to building principals, as needed.
 - Assist school and district administrators and other staff members in publicizing and promoting performances, exhibitions, displays, and/or special programs sponsored by the schools and open to the public.
 - Execute policies established by federal law and state law, and local board policy with respect to the department's areas of responsibility.
 - Solicit feedback through formal and informal means of activities, products and purposes of the community relations program and the school District in general.
 - Provide logistical and communications support for meetings of the Board of Education and its committees.

- Prepare for and attend all Cabinet meetings and Administrative Council meetings, and any other meetings as determined by the superintendent.
- Oversee the photographing of various programs and events. Maintain a District media library and historical archives.
- Assist with managing the District's FinalForms account.
- Supervise the District's communications coordinator(s), including providing work assignments and deadlines.
- Coordinate employee recognition programs and school board recognition of students and employees.
- Manage the department's budget, ensuring purchases are made in compliance with Board policy and state law.
- Assist with public records requests.
- Provide training seminars for District employees on public information components.
- Perform other duties as assigned by the Superintendent.

CERTIFICATES & LICENSES

As needed to meet education and experience requirements

JOB CHARACTERISTICS

- Full time, twelve-month (260-day/year contract)
- May include non-traditional work hours and availability.
- Travel within the school district is required.
- The physical demands and work environment described here represent those that an employee must meet to perform the essential functions of this job successfully. Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions.
- While performing the duties of this job, the employee is frequently required to sit, talk, lift, carry, move about, hear, and speak.
- The employee is required to perform extensive work on a computer display monitor, smartphone, or tablet computer.
- The employee must occasionally lift and/or move 25 to 50 pounds.
- This job's specific vision abilities include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.
- The employee may be required to interact with students, parents, or customers who are emotionally upset, angry, or distraught. In such interactions, employees must maintain control, decorum, and empathetic professionalism.

APPLY

Qualified candidates should send a cover and resume to the attention of Matt Cygnor (matt.cygnor@gocruisers.org) by June 22, 2023.