

## Assistant Director of Communications

### *Position Description*



*Salary Level: Based on Act 93 Agreement*

*Contract/Benefits: Based on Act 93 Agreement*

*Department or Area: Act 93*

*Reports To: Director of Communications*

*Prepared Date: August 12, 2025*

*Prepared by: Dr. Ramona Hollie-Major, Director of Talent Management and Recruitment*

*Approved by: Herman James, Chief of Talent Management and Labor Relations*

#### ***Qualifications:***

- Bachelor's Degree in Public Relations, Marketing, Communications, Business, or related field; Master's Degree preferred
- Two (2) to four (4) years of experience in Public Relations, Marketing, Communications, Business, or related field
- Strong written and oral communication skills
- Spanish fluency preferred
- Valid Pennsylvania Driver's License
- Any equivalent combination of experience and training that provides the knowledge and abilities necessary to perform the work
- Satisfactory work record & criminal/child abuse clearances (Acts 34, 114, and 151)
- Such additional or alternatives to the above qualifications as the School Board or Superintendent may determine appropriate and acceptable

Note: 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.

#### ***Summary***

The Assistant Director of Communications supports the Director of Communications in planning, coordinating, and implementing district-wide public information, community relations, customer service, marketing, and communications activities. This role focuses on executing communication strategies, coordinating media relations, and supporting internal and external communications efforts across the district.

#### ***Essential Duties and Responsibilities:***

- Supports the development and implementation of public affairs and communications programs
  - Maintains relationships with district administrators, press, and news media organizations, and community groups
  - Assists in preparing press releases and coordinating media briefings
  - Supports crisis communication efforts and emergency communications
  - Trains staff in communication strategies and the use of district platforms
  - Responds to media and public inquiries in a timely and professional manner
  - Assists in compiling reports and preparing informational materials
  - Coordinates with building administration to promote school events and functions
  - Supports the Director in preparing budgets, schedules, and work plans
  - Performs other tasks as assigned by the Director of Communications
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***Supervisory Responsibilities:***

May supervise interns or temporary staff as assigned. Responsibilities include training, coordinating work, and providing feedback under the guidance of the Director of Communications.

***Competencies:*** To perform the job successfully, an individual should demonstrate the following competencies:

- **Interpersonal Skills:** Responds to requests for service and assistance; Maintains confidentiality; Listens and communicates effectively
- **Organizational Skills:** Completes tasks and reports on time; Aligns work with strategic goals
- **Personal Competencies:** Makes sound decisions; Works ethically and with integrity; Demonstrates persistence and quality in work

***Problem Solving***

Identifies and resolves problems in a timely manner; Gather and analyze information skillfully; Develop alternative solutions; Work well within group problem solving situations; Use reason even when dealing with emotional topics; Generate creative solutions; Demonstrate attention to detail; Display original thinking and creativity; Meet challenges with resourcefulness; and Develop innovative approaches and ideas.

***Emotions***

Manage difficult or emotional parent and citizen situations; Respond promptly to parent and citizen needs; Respond to requests for service and assistance; Meet commitments; Synthesize complex or diverse information; and Show respect and sensitivity for cultural, ethnic, religious, and gender differences.

***Interpersonal Skills***

Manage difficult or emotional parent and community situations judiciously; Keep emotions under control; Remain open to others' ideas and tries new things; Listen and get clarification; Respond to employee requests for service and assistance; Solicit parent feedback to improve student academic performance; Meet commitments made to parents and the community; Maintain confidentiality; Demonstrate objective approaches to communicating with staff and constituents; Exhibit objectivity and openness to the views of others; Speak clearly and persuasively in positive or negative situations; Listen and solicit clarification; Respond appropriately to questions; React well under pressure; Write clearly and effectively; Edit work for spelling and grammar; Vary writing style to meet the needs of the audience; Present numerical data effectively; Demonstrate group presentation skills; Treat others with respect and consideration regardless of their status or position; and Work well with others.

***Written Communication***

Write clearly and informatively. Vary writing styles to meet the needs.

***Planning/Organizing***

Prioritize and plan work activities; use time efficiently; set goals and objectives; develop project plans; coordinate projects; complete projects on time and budget; manage project team activities; manage competing demands; and Change approach or method to best fit the situation.

***Technical Skills***

Assess one's strengths and weaknesses; pursue training and development opportunities; strive to build knowledge and skills continuously; share expertise with others; display willingness to make decisions; exhibit sound and accurate judgment; include appropriate people in decision-making process; and make timely decisions.

***Motivation***

Set and achieve challenging goals. Demonstrate persistence and overcome obstacles.

***Teamwork***

Exhibit objectivity and openness to others' views; Give and welcome feedback; Contribute to

building a positive team spirit; Put success of team above own interests; Able to build morale and group commitments to goals and objectives; and Support everyone's efforts to succeed.

### ***Change Management***

Communicate changes effectively; Prepare and support those affected by change; and Monitor transition and evaluate results.

### ***Servant Leadership***

Exhibit confidence in self and others; Inspire and motivate others to perform well; Accept feedback from others; Give appropriate recognition to others and identify with the well-being of team members; Practice active listening skills and observe non-verbal cues; Include staff in planning, decision-making, facilitating and improving processes; Practice fore-sighted thinking; Take responsibility for direct report activities; Make self-available to staff; Provide regular performance feedback; Develop direct report skills and encourage professional growth; and Continually work to improve supervisory skills.

### ***Leadership Skills***

Develop workable implementation plans; Lead by example; Look for ways to improve and promote quality; Practice data informed decision making; Build strong positive relationships; Demonstrate accuracy and thoroughness; Adhere to safety and security procedures; Adhere to local, state, and federal laws; Adhere to Board policies, District administrative regulations, code of professional practice and conduct for educators, and the district's code of conduct; and identify and resolve problems in a timely manner.

### ***Organizational Skills***

Work accurately when monitoring all cost-related tasks; show respect and sensitivity for cultural differences; follow policies and procedures; complete administrative tasks and reports correctly and on time; and Support the District's goals and values.

### ***Personal Competencies***

Exhibit sound and accurate judgment; Treat people with respect; Work ethically and with integrity; Respect confidentiality; Demonstrate persistence and overcomes obstacles; Prioritize and plan work activities; Use time efficiently; Approach others in a tactful manner; React well under pressure; Demonstrate accuracy and thoroughness; Follow instructions and respond to supervisory direction; Inspire the trust of others; Display integrity and ethical behavior; Uphold district values; Accept responsibility for own actions; and Follow through on commitments; and Take responsibility for own actions.

### ***Fiscal Stewardship***

Work within the approved budget; Conserve District resources; and Understand cost management strategies and systems.

### ***Strategic Thinking***

Develop strategies to achieve district goals, understand the district's strengths and weaknesses, and adapt strategies to changing conditions.

### ***Physical Demands:***

While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to walk, climb stairs, bend, and lift. Specific vision abilities required include close vision, distance vision, and the ability to adjust focus.

### ***Evaluation:***

The person filling this position will be evaluated according to the administrative evaluation procedure

adopted by the Allentown School District.

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Reviewed and read by: \_\_\_\_\_ Date: \_\_\_\_\_