



CAMDEN CITY SCHOOL DISTRICT

Division of Talent and Labor Relations

Manager, Communications

(Pending availability of funds and Superintendent's approval)

The Superintendent invites qualified and interested candidates to apply for the position of **Manager, Communications**.

The Camden City School District is in the midst of a transformative period marked by progress. Since 2012, the graduation rate has increased from 49 percent to 66 percent while the dropout rate has decreased from 21 percent to 11 percent. Across all District schools, staff are focused on providing the appropriate supports to students to ensure they are successful. In the past few years, this focus has included a shift toward restorative practices and trauma-informed care, which has led to declining suspension rates and increased attention on school climate and culture.

ROLE OVERVIEW

The Division of Communications is looking for a passionate, digitally savvy communicator to manage the Camden City School District's digital assets, including a public access television station, website, and social media channels. Reporting to the Senior Director, Communications, the Manager is responsible for regularly updating all digital communications channels with relevant information and compelling content. The Manager will record school-based and District events, produce original content, and breaking news is shared with families and students across the District's digital communications channels. Key initiatives the Coordinator will support include, but are not limited to, CCSD-TV programming and technical management, website management, school website training, social media management, and app/robocall/text alert management and training.

REQUIREMENTS AND QUALIFICATIONS:

MINIMUM REQUIREMENTS:

- Bachelor's degree from an accredited college or university, preferably with significant coursework completed in communications, marketing, or digital media, or commensurate work experience
- Evidence of basic video editing experience
- Evidence of basic graphic design experience
- Evidence of basic social media management experience
- Experience and familiarity with website management and training
- A bilingual candidate is strongly preferred, with the ability to speak, write, and read in Spanish as well as English
- A valid driver's license as well as current insurance and vehicle with valid registration
- Required criminal history background check, physical and proof of U.S. citizenship or legal resident alien status

ROLE & RESPONSIBILITIES:

Major responsibilities of the role include, but are not limited to:

- Manages District and school websites, including staff training
- Manages District robocall/text alert/app updates, including staff training
- Manages District social media channels
- Manages scheduling and programming for CCSD-TV
- Maintains TV studio at 1600 Pine Street
- Attends District and school events to take photos, record videos, and capture/create content for the TV station, website, and social media channels
- Records monthly Advisory Board meetings and DPAC meetings
- Records 1-2 inter mural school sporting events a month
- Support translation requests for other CO divisions and departments on an as-needed basis
- Other duties as assigned by the Supervisor or Supervisor's designee

CORE COMPETENCIES:

An ideal candidate for this role will demonstrate the following and/or have experiences with:

- Strong bilingual (English and Spanish) oral and written communication skills; accuracy and clarity in all communications and interactions
- Strong interpersonal and teamwork skills
- A creative eye with talent for developing compelling visual content
- A natural story teller with ability to capture big ideas visually
- Ability to build and maintain positive relationships with parents, staff, students, and stakeholders from all walks of life
- Flexible, optimistic approach and solutions-oriented mindset; committed to problem-solving and overcoming challenges; comfortable with change and ambiguity
- Desire to grow as a communications professional and seek out new opportunities to learn
- Ability to thrive in a fast-paced and achievement-oriented environment
- Fluency in FinalCutPro, Adobe Illustrator, and basic website CMS
- Fluency in all Microsoft Office applications (Word, Excel, Outlook, PowerPoint) and basic Web browsers and searches
- Commitment to the success of all Camden students; specifically to raising academic achievement of children in high-poverty communities
- Willingness to go above and beyond to ensure District students and families are well informed about school and city news
- Experience working in education, preferably in an urban school district
- Demonstrated ability to learn quickly and take initiative

CORE VALUES

We are seeking individuals who will exemplify the district's core values:

Respect and Humility

We serve our community by recognizing the strengths, experiences, and perspectives of others. We humbly recognize our own limitations and incorporate lessons we gain from our reflective practice.

Evidence-based

We use evidence to inform decisions and to ensure that we are accountable to our students and families.

Communication & Collaboration

We communicate openly and work collaboratively, recognizing that getting to the best possible decisions requires input from others. Honest communications build trust and establish a community that assumes best intentions.

Solutions-oriented

With respect for the complexity of this work and the history that precedes us, we focus on persistence, resourcefulness, and inclusiveness to drive toward solutions.

REPORTS TO

- Senior Director, Communications

EVALUATED BY

- Senior Director, Communications

SALARY, EMPLOYMENT PERIOD, AND UNION AFFILIATION

Salary Range:

- Competitive based on qualifications and previous experience

Employment Period

- Twelve-month, non-tenureable position

Union Affiliation

- Non-affiliated

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THE CAMDEN CITY SCHOOL DISTRICT IS AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER