

POSITION DESCRIPTION

- Position:** **Director of Communications & Community Relations**
- Purpose:** To effectively communicate about Eden Prairie Schools so that staff, parents and community are well-informed.
- Primary Customers:** **Internal:** Teachers, principals, staff, superintendent
External: Students, parents, community members, potential community members and the media.
- Position Qualifications:**
- Education/Certification:**
- Bachelor's degree in communication, journalism, marketing, education, or related field required.
- Experience:**
- Advanced skills in writing, editing and publications production required.
 - Strong information technology skills that includes internet, presentation software and desktop publishing.
 - Experience in public relations and marketing.
- Qualifications:**
- Ability and experience to synthesize and accurately communicate complex issues in an understandable manner.
 - Skilled at anticipating the need for information based on political trends and emerging issues.
 - Knowledge of data collection and ability to organize, interpret and present such data in an understandable format to diverse audiences.
 - Ability to manage complex communication projects involving multiple sites and numerous individuals.
 - Proficient at using current information technologies including internet and video and able to keep pace with emerging trends.
 - Demonstrated ability to design, produce and develop print documents, web communications and multi-media presentations.

*All positions are designed to support the **MISSION** of the Eden Prairie School District:
Inspiring Each Student Every Day.*

Essential Responsibilities:

- 1. Strategic Communications Planning.** Direct the school district's overall plan for internal and external communication that includes information technology, image promotion and marketing efforts. Serve on district committees that support communication, information technology and strategic planning. Assist principals with building level communications plans. Assist with the development of site/department communication efforts.
RESULT: District communications will be developed and continuously improved through a deliberate and collaborative planning process. Communication is linked to all sites.
- 2. Marketing and Image Promotion.** Develop and direct the school district's overall image management and

marketing initiatives. This includes the marketing of curriculum, services or training products developed in the district, the marketing of referendum initiatives, the establishment of business partnerships and the overall development and promotion of the public image of Eden Prairie Schools.

RESULT: Eden Prairie Schools will maintain its reputation of excellence and continue to establish positive rapport with new relationships in the community.

- 3. Public Communications.** Promote positive relationships between the district and community. Serve as a liaison between the school district and the news media, businesses and other community members. Organize media conferences, news releases or any other public communications function as required. RESULT: All communication is engaging, accurate and timely. The school district's views and information are communicated in a professional manner.

- 4. Internet Communications.** Assist in the development, implementation and management of the Internet communications plan for the school district. Oversee the district's websites. Lead district staff, community members and students with the design and development of new uses of the Internet that promote community communications. Supervise consultants and/or web developers hired to serve specific functions in the overall Internet communications plan. Responsible for upholding the policies surrounding the appropriate use of the Internet by staff and students. RESULT: Internet use is maximized for district communications. Website content is managed effectively.

- 5. Print Communications.** Plan, prepare and manage distribution of wide audience communications, such as district newsletters, annual report to employees, district calendar, back-to-school mailing, and annual PER report. Serve as consultant and support to buildings/departments regarding print communication/desktop-publishing concerns. Serve as consultant with editors and reporters in other print media. RESULT: High standards are maintained for all district print communications.

- 6. Information Technology Development.** Collaborate with the director of operational technology in furthering the progress of communications technology development in the district. Focus specifically on facilitating the staff, student and community communication tools necessary to promote the quality of interchange necessary to increase innovation and the availability of anytime, anywhere learning opportunities. RESULT: Staff, student and community communications are consistently enhanced through technology development.

7. Other duties as assigned.

Standard Measures of Accomplishment:

1. The school district's image is maintained at the highest level of integrity.
2. Information is communicated effectively throughout the school district and community.
3. Internal and external communication processes are well designed and continuously improved.
4. Eden Prairie Schools web communications are consistently managed and improved.
5. District-level informational videos and other multimedia promotional material are current and available.

This job description describes the general nature and work expected of an individual assigned to this position. Employees may be required to perform other job-related duties as requested by their supervisor. All requirements are subject to possible modification to reasonably accommodate individuals with a disability.

Terms of Employment:

Classification Number:	Director
Hours/Week:	8
Days/Year:	260*

*Hours and days of service are established by the school district and are subject to change according to district need. Working conditions are determined by written contract between the Director and the Eden Prairie School District.

Evaluation:

Performance will be evaluated by the Superintendent in accordance with the procedures of the district's performance improvement process.