

Euclid City Schools Board of Education
Job Description

Position: Senior Director of Communications and Strategic Engagement

Reports to: Superintendent

Employment Status: Regular/Full-time

FLSA Status: Exempt

Position Summary

The Senior Director of Communications and Strategic Engagement serves as the Superintendent's chief advisor and lead administrator for districtwide communications, marketing, community engagement, and external relations. This position actively cultivates relationships that strengthen the District's reputation, community trust, and access to opportunities, while functioning as the Superintendent's primary liaison to community leaders, civic organizations, business partners, elected officials, and regional stakeholders.

With a central focus on strengthening public trust, increasing student enrollment, and advancing the District's mission and strategic priorities, the Senior Director leads the District's comprehensive brand, recruitment, and reputation management strategy. In response to enrollment and financial challenges, this role ensures that families, staff, and community members clearly understand the value of Euclid City Schools and remain engaged in its long-term success.

The Senior Director provides leadership for all internal and external communications, marketing, brand management, media relations, and crisis communications. This position supports long-term fiscal sustainability through year-round community education, transparent communication, and proactive stakeholder engagement, promoting responsible stewardship of public resources.

Additionally, this role provides strategic leadership for community education, public engagement, and sustained outreach related to district priorities, enrollment, and financial sustainability. The Senior Director ensures consistent, year-round communication and relationship-building with families, taxpayers, and community stakeholders to strengthen public understanding of District needs, achievements, and future direction.

The Senior Director actively supports the Superintendent's participation on community boards, advisory groups, and regional initiatives, facilitating access to key decision-making networks and building relationships that generate resources, opportunities, and advocacy for the District. Through strategic leadership, proactive outreach, and consistent messaging, this position strengthens community confidence and promotes student success.

ESSENTIAL FUNCTIONS:

Strategic Communications and Brand Leadership

- Direct and oversee all internal and external communications for the District.
- Develop, implement, and monitor a comprehensive communications and marketing strategy aligned with district goals.
- Lead brand development and ensure consistent implementation of branding guidelines across all platforms and departments.
- Oversee district publications, websites, social media, newsletters, digital content, and multimedia communications.
- Design, write, edit, and distribute districtwide publications and promotional materials.
- Serve as the primary liaison with media outlets and respond to media inquiries in coordination with the Superintendent.
- Prepare press releases, media packets, statements, and public messaging.
- Lead crisis communications planning and response in collaboration with district leadership.
- Monitor public perception and proactively manage the District's reputation.

Senior Representation and Strategic Authority

- Represent the Superintendent and District at community, regional, and state-level meetings as delegated.
- Initiate, negotiate, and manage strategic partnerships subject to Superintendent approval.
- Recommend and coordinate the Superintendent's participation on external boards, councils, and advisory bodies.
- Serve as the District's lead strategist for external influence, reputation management, and enrollment advocacy.
- Proactively identify risks and opportunities affecting public perception and enrollment trends.

Community Partnerships and Strategic Engagement

- Serve as the Superintendent's primary liaison to key community stakeholders and leaders.
- Identify, cultivate, and maintain strategic relationships with business, civic, nonprofit, faith-based, and governmental leaders.
- Facilitate the Superintendent's participation on boards, councils, committees, and regional initiatives.
- Secure invitations, speaking engagements, and leadership opportunities that advance district priorities.
- Represent the District at community events, professional organizations, and regional meetings as requested.
- Develop and sustain partnerships that support student achievement, enrollment growth, workforce development, and resource development.
- Advise the Superintendent on community dynamics, emerging issues, and strategic opportunities.

Marketing, Enrollment, and Public Engagement

- Lead districtwide recruitment, retention, and enrollment marketing initiatives.
- Develop and implement customer-service-centered outreach strategies to attract and retain families.
- Ensure public messaging supports enrollment stability and growth.
- Coordinate community engagement activities, forums, and outreach events.
- Collaborate with Student Services and school leaders to minimize barriers to enrollment.
- Promote district programs, successes, and initiatives to internal and external audiences.

Superintendent Support and Strategic Advisory

- Serve as a key advisor to the Superintendent on external relations, messaging, and community strategy.
- Provide regular briefings and updates to the Superintendent regarding public sentiment, media coverage, and community issues.
- Assist with community surveys, stakeholder feedback, and public engagement initiatives.
- Prepare communications and materials for Board of Education meetings and community presentations.
- Support districtwide public information efforts, community education initiatives, and stakeholder outreach related to district priorities, fiscal stewardship, and long-range planning as directed.

Community Education and Strategic Public Engagement

- Collaborate with the treasurer's office to lead the District's long-term community education strategy regarding school finance, resource needs, and fiscal accountability.
 - Prepare clear, accurate, and accessible materials explaining district finances, enrollment trends, and program impacts.
- Coordinate legally compliant informational communications related to district finance matters, ballot issues, and long-range resource planning in collaboration with the Superintendent, Treasurer, and legal counsel.
- Develop and implement year-round community engagement and public information plans to build sustained public understanding and trust.
- Monitor community sentiment, stakeholder feedback, and demographic trends to inform communication and outreach strategies.
- Support the Superintendent and Board in public forums, town halls, and community meetings related to district priorities, fiscal planning, and resource stewardship.
- Cultivate relationships with civic organizations, neighborhood groups, business leaders, and faith-based organizations to expand community awareness of District priorities.
- Ensure consistent messaging regarding stewardship of public funds, transparency, and return on investment for taxpayers.

Operational and Program Management

- Oversee video, multimedia, and broadcast productions, including Board meetings and district events.

- Supervise and evaluate assigned staff and contractors.
- Manage grants, sponsorships, and partnership agreements as assigned.
- Maintain compliance with confidentiality requirements and legal standards.
- Collaborate with district departments to align communications with instructional, operational, and strategic initiatives.
- Maintain accurate records and documentation related to communications and partnerships.

Other Duties and Responsibilities

- Respond to routine inquiries in a professional and timely manner.
- Attend Board of Education meetings, administrative meetings, and professional development sessions as required.
- Serve as a role model for students and staff.
- Interact with staff, students, families, and community members with tact, diplomacy, and professionalism.
- Promote positive public relations and community trust.
- Perform other duties as assigned by the Superintendent.

Minimum Qualifications

- Bachelor's degree in Communications, Public Relations, Marketing, Journalism, or related field.
- Minimum five (5) years of progressively responsible experience in communications, public relations, community engagement, or related leadership roles.
- Experience in community engagement, public information, or strategic communications related to public funding, finance, or major district/community initiatives.
- Demonstrated experience in strategic communications, media relations, and partnership development.
- Such alternatives to the above qualifications as the Superintendent and/or Board of Education may find appropriate.

Preferred Qualifications

- Master's degree in Communications, Public Administration, Business or related field.
- Experience in public education or public-sector leadership.
- Demonstrated success in building high-level community partnerships.
- Experience supporting Senior leadership.

Required Knowledge, Skills and Abilities

- Ability to work effectively with diverse stakeholders and leadership teams.
- Exceptional written, verbal, and interpersonal communication skills.
- Strong strategic planning and organizational skills.
- Ability to manage sensitive and confidential information.
- Advanced technology skills, including digital media, social platforms, and content management systems.

- Ability to analyze complex issues and communicate solutions.
- Strong problem-solving and decision-making skills.
- Ability to represent the District with professionalism and credibility.

Working Conditions:

- Regular full-time, exempt position with occasional evening, weekend, and travel requirements to support District initiatives.
- Work will involve interaction with students, staff, families, and community partners.
- Requires professional use of technology, data systems, and other resources to manage District programs and initiatives effectively.

Evaluation:

- Performance will be evaluated annually in accordance with Board policy for administrative personnel.
- Evaluation will include effectiveness in strategic leadership, community education, stakeholder engagement, partnership development, enrollment stabilization, and overall impact on annually defined performance and accountability metrics.

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Required Testing

None

Certificates

Appropriate State of Ohio certification/license
OTES/OPES Credentials

Continuing Education/Training

Public School Works annually as directed by BOE

Clearances

Fingerprint/Background Clearance

Agreement:

My signature below acknowledges that I have reviewed this job description, understand the responsibilities and expectations, and agree to perform the duties as assigned by the Superintendent.

Signature

Date

Adopted 2026