



"Providing a Foundation for a Proudly Diverse and Historic Community"

JOB DESCRIPTION: DIRECTOR OF PUBLIC INFORMATION AND PARTNERSHIPS

The Director of Public Information and Partnerships is responsible for directing the district's communications program with major emphasis on communication with the media, within the district, between schools and home, and between the district and the community. The Director of Public Information and Partnerships will be able to schedule, plan and execute a significant number of activities, meetings, and/or events. The Director of Public Information and Partnerships should utilize a variety of strategic planning and problem-solving strategies to continuously improve the district's image.

Requirements:

- A Bachelor's Degree in an appropriate related field.
- Experience in working with media.
- Ability to manage several projects.
- Knowledge of desktop publishing software, video editing software, and managing social media components.
- Strong verbal and writing skills.
- Training and/or practical experience in directing external school/community relations programs.
- Ability and personality necessary to work effectively with colleagues, students, parents, community patrons, and other individuals, as well as formal and informal groups and organizations.

Length of Assignment: 12 months (260 days)

FLSA: Exempt

Reports to: Superintendent of Schools

RESPONSIBILITIES:

Community:

- To maintain a strong working relationship with members of the media, community leaders and community organizations.
- To act as the coordinator of the district's volunteer program(s).
- To work with administrators, staff members and community volunteers in planning and developing public relations and academic programs/strategies.
- To manage and facilitate community and district events, recognitions or celebrations.
- To plan and implement strategies for marketing the school district.
- To promote positive relationships between the district and all stakeholders at all times.
- To solicit formal and informal community and staff feedback on activities, products, and purposes of the community relations programs and the district in general.
- To serve as the liaison between the total school system and the community at large.
- To represent the district with community and business organizations.
- To participate in meetings (community, district, business, etc.) for the purpose of conveying and gathering information regarding a wide variety of subjects require to perform job functions.

Fundraising:

- To lead the district's efforts in obtaining funding from community and business partnerships.
- To seek out external funding for those items the district has identified as priorities.

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Media:

- To compile information for a variety of sources for the purpose of preparing media communications and/or writing reports.
- To be knowledgeable of all major happenings within the district as a basis for accurate reporting and communicating.
- To be the primary contact for all news media and serve as district spokesperson.
- Coordinate media visits.

Publishing:

- To determine communication protocols in a wide variety of circumstances.
- Determine the best format for communication.
- To be well informed about school programs and activities as a basis for communications needs.
- To coordinate, write, produce, edit, and manage the development and production of district publications for staff and community.
- To prepare a wide variety of written or electronic materials.
- To distribute and manage publications, mailings or electronic communications.
- To produce videos and other materials for the district's various forms of media.
- To prepare information, talking points, speeches and graphic presentation for public presentations.

Other:

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- To manage and direct the personnel and budget of the Public Information Office that includes the district mailroom, district reception desk and print shop.
- Ensuring that the district is in compliance with stated policies and procedures in matters related to communication and publications.
- Attend monthly Board meetings, facilitating presentations as needed
- Manage the district's automatic messaging system
- Supervises personnel for the purpose of organizing assignments and ensuring completion within established timelines.
- Serves as a member of the Superintendent's Executive Leadership Team.
- Other duties as assigned by the Superintendent.

The Hickman Mills C-1 School District does not discriminate on the basis of race, color, national origin, sex, disability, or age in its programs and activities and provides equal access to the boy Scouts and other designated youth groups. The following person has been designated to handle inquiries regarding the non-discrimination policies: Associate Superintendent of Human Resources, 5401 E 103rd St., Kansas City, MO 64137 816-316-7000. For further information on notice of non-discrimination, visit <http://wdcrobcolp01.ed.gov/CFAPPS/OCR/contactus.cfm> for the address and phone number of the office that serves your area, or call 1-800-421-3481.

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PHYSICAL REQUIREMENTS & WORKING CONDITIONS: *The physical demands, work environment factors and mental functions described below are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

PHYSICAL ACTIVITIES:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Stand			X	
Walk			X	
Sit			X	
Use hands to finger, handle or feed				X
Reach with hands and arms			X	
Climb or balance		X		
Stoop, kneel, crouch, or crawl		X		
Talk				X
Hear				X
Taste		X		
Smell		X		

WEIGHT and FORCE DEMANDS:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Up to 10 pounds			X	
Up to 25 pounds			X	
Up to 50 pounds		X		
Up to 100 pounds	X			
More than 100 pounds	X			

MENTAL FUNCTIONS:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Compare				X
Analyze				X
Communicate				X
Copy				X
Coordinate				X
Instruct			X	
Compute				X
Synthesize				X
Evaluate			X	
Interpersonal Skills				X
Compile			X	
Negotiate			X	

WORK ENVIRONMENT:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Wet or humid conditions (non-weather)	X			
Work near moving mechanical parts	X			
Work in high, precarious places	X			
Fumes or airborne particles	X			
Toxic or caustic chemicals	X			
Outdoor weather conditions			X	
Extreme cold (non-weather)	X			
Extreme heat (non-weather)	X			
Risk of electrical shock	X			
Work with explosives	X			
Risk of radiation	X			
Vibration	X			

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VISION DEMANDS:	Required
No special vision requirements.	
Close vision (clear vision at 20 inches or less)	X
Distance vision (clear vision at 20 feet or more)	X
Color vision (ability to identify and distinguish colors)	X
Peripheral vision	X
Depth perception	X
Ability to adjust focus	X

NOISE LEVEL:	Exposure Level
Very quiet	
Quiet	
Moderate	X
Loud	
Very Loud	Certain Events