

KENAI PENINSULA BOROUGH SCHOOL DISTRICT  
Soldotna, Alaska  
May 24, 2022

Job Title: Director of Communications and Community Engagement  
Location: District Office  
Soldotna, Alaska

Salary: DOE  
# of Days: 259

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**JOB PURPOSE:** A key member of the Superintendent of Schools Leadership Team. The primary focus is to design, develop, execute, oversee, and evaluate a strategic internal and external communication strategy for the entire KPBSD organization that is reciprocal, and informs and engages staff, students, community, and government entities through media and responsive public relations that builds public awareness, and enhances the trusted reputation of KPBSD.

The Director of Communications and Community Engagement is the primary spokesperson for KPBSD and responsible to develop, recommend, and administer district-wide verbal, print, video, and electronic communications for district and individual schools using digital platforms that include mobile app and social spaces; both district and school blogs and websites, and statewide media. Keeps stakeholders, elected officials representing the Kenai Peninsula, and the community apprised and engaged in student and District accomplishments, recognitions, current events, and critical incident communications; interfaces with news media (print, television, and radio), legislators, employees, students, and school communities to promote the District's vision, mission, and position on issues. Through verbal and written communications, this Director serves as a generalist using judgment and discretion to promote both instructional and instructional support matters ranging from budget, collective bargaining, and effective instruction, among others to the public, and government offices. Within the Incident Command System (ICS), this Director also serves as the district Public Information Officer (PIO). Serves as a liaison with local and state public figures to respond to legislative bills, K-12 education topics, and promote the accomplishments and student-focused needs of the District.

The Director of Communications and Community Engagement advises and collaborates with the Superintendent of Schools on critical matters such as public relations, legislative advocacy, KPBSD branding, onboarding of new employees, implementation of the long range strategic plan, public presentations, and publications including the annual report. Collaborates on webpage design and uses independent discretion, curation and judgment with content for multi-media outlets such as Facebook, Twitter, and Instagram. Organizes and documents events, and collaboratively interacts at community events and in business partnerships.

Celebrates district accomplishments of individual students, staff, and achievement of awards and goals listed in our strategic plan. Provides training for staff in use of social media in a positive and professional manner. Monitor, investigate, and responds to inappropriate use and concerns raised on social media that are KPBSD-focused. Enhance promotion of hiring dynamic and successful administrators, professionals, and support staff through website and social media, including electronic surveys to discern community input. Promote standard and variance calendars, including in-service days, and scheduled and unscheduled school closures and delays.

#### Essential Duties, Responsibilities and Accountabilities

##### **Internal Communication:**

1. Manage and implement internal communications including employee e-news, and memorandums
2. Research, write, edit, and distribute scripts for electronic media programming, together with talking points for the superintendent, leadership team, Board of Education, and administrators about instructional and instructional support topics
3. Design, implement, and oversee the KPBSD mobile strategy; provide training to administrators and schools
4. Design and produce publications such as newsletters, reports, and departmental outreach
5. Initiate and develop contact with media and school personnel for public news, district, and school stories
6. Ensure district messaging and brand is aligned and delivered within all 42 schools; provide necessary professional development (PD) to ensure quality and consistency of information
7. Document school and district activities through photography and stories which are posted online and distributed to media
8. Active participation on district leadership team, participate in school outreach visits

9. Design and implement innovative programs to promote employee morale, recognition, and awards
10. Train, direct, and assess office assistants with posting on social media, promoting student-interest stories, and relaying critical communications
11. Lead Recognition Committee, ensure that required records and office files are processed and maintained in an efficient, confidential, and orderly manner

**External Communication:**

1. Manage all media relations and media outreach. Research, write, edit, and produce news releases for distribution to print, radio and television, local, state, and nationally
2. Initiate, develop and oversee contact with media and school personnel to develop story ideas
3. Lead Public Information Officer (PIO) in crisis communications; serve as district spokesperson
4. Respond to all media requests; represent the district in external verbal and written interviews and communication
5. Ensure district messaging and brand is fully aligned and delivered consistently from 42 diverse schools to the public
6. Design, manage, and produce publications for district print and electronic communications, including vital copy for brochures, newsletters, reports, and online content; direct outside agencies and graphic designers. Annual publications include legislative packets, reports, district events, HR recruiting packet, annual report, among others.
7. Increase KPBSD positive exposure through social media, school websites, publications, interactions with media and journalists
8. Create public information campaigns for District programs and borough collaborations including bond and funding initiatives
9. Develop key messages and communicate district decisions with community members and business partners.
10. Manage and develop video productions for KPBSD
11. Monitor and track education related legislation; articulate district positions with federal and state legislators, constituents, and media
12. Fluently communicate the district position during collective bargaining negotiations
13. Interface with law enforcement, borough, and state agencies in critical incidents and communications
14. Oversee process and response for complaints and comments—positive and negative—posted through KPBSD social media
15. Represent the school district and individual schools at community events
16. Present PD trainings to administrators, and deliver workshops or classes at state and national conferences with subjects ranging from communicating effectively to ethics and implementing social media

**Other Duties may include:**

1. Assist in planning and organizing special events for the District
2. May write memorandums and work as back-up for administrative support at Board of Education meetings
3. Assist with the planning, coordination, taking and preparing of minutes and materials, and organization of District meetings and conferences
4. Prepare documents for Board review
5. Prepare administrative response letters to inquiry issues
6. Prepare and maintain expense forms and budget accounting as needed
7. Attend school board meetings and attend executive session as requested
8. Perform other related duties as required

**Knowledge, Skills and Abilities:**

1. Bachelor's degree or higher in journalism, public relations, English or equivalent work experience.
2. Minimum of five years of experience in writing and/or public relations preferred
3. Knowledge of public relations/journalism field. Ability to provide the leadership team with an adaptive and strategic communication process while under intense pressure to respond to critical events
4. Demonstrated experience to create successful content and engagement strategies that promote fast, easy sharing of information across all external and internal audiences
5. Work strategically and often independently with a high attention to detail, story project management skills, ability to take projects through completion
6. Possess excellent writing, editing, strategic problem solving, decision making, and research skills while under deadline restrictions
7. Lead all aspects of an accurate and timely public relations campaign (ie: budget, legislative, curriculum, negotiations, and so forth) while working independently

8. Ability to respond when critical incidents occur outside of a standard workday with accurate and effective communications
9. Understand the diverse communities in a geographically large school district and offer communication styles tailored to specific communities
10. Ability to operate word processing software, photo editing software, and desktop publishing software
11. Ability to communicate effectively and with discretion to all levels of management, District personnel, the media, public figures, and community members
12. Ability to establish and maintain productive working relationships with others
13. Ability to maintain confidentiality

**LANGUAGE SKILLS:** Ability to read, analyze, and interpret general periodicals, professional journals, governmental regulations, Board policy, DOE directives, and state law. Ability to respond to common inquiries or complaints from the public. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information to management, public groups, and the School Board.

**MATHEMATICAL AND COMPUTER SKILLS:** Ability to work with mathematical concepts such as probability and statistical inference. Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations. Ability to manipulate word processing, spreadsheets, and special education database programs.

**OTHER SKILLS AND ABILITIES:** Ability to apply current research and theoretical knowledge in a specific field. Ability to establish and maintain effective working relationships with students, staff, and the community. Ability to communicate clearly and concisely, both in oral and written form. Ability to design and implement personalized and blended learning strategies in the school. Ability to perform duties with awareness of all district requirements and Board of Education policies. Ability to define problems, collect data, establish facts, and draw valid conclusions. The ability to interpret various technical instructions in mathematical or diagram form that deal with abstract and concrete variables.

**PHYSICAL DEMANDS:** The physical demands described here represent those that an employee must meet to perform this job's essential functions successfully. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to stand, walk, sit, and talk or hear. The employee is occasionally required to reach with hands and arms and stoop, kneel, crouch, or crawl. The employee must occasionally lift and move up to 50 pounds. This job's specific vision abilities include close vision, distance vision, and depth perception.

While performing the duties of this job, the employee is regularly required to sit, walk, stand and talk, hear, and use the telephone. Specific vision abilities required by this job include close vision and distance vision. The employee is consistently required to drive long distances to visit school sites and must be able to fly to remote sites in small 4-6 passenger planes. Occasionally, yet essential to this position, the individual must meet deadlines with severe time constraints. This position requires interacting with the public and other workers. Occasionally the position requires the employee to work irregular or extended hours. This position has direct responsibility for other people's safety, well-being, and work output and meets multiple demands from various entities.

The statements contained herein reflect general details as necessary to describe the principal functions of this job, the level of knowledge and skill typically required, and the scope of responsibility, but should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties as assigned, including work in other functional areas to cover absences or relief, equalize peak work periods, or otherwise balance the workload.

**TO APPLY:** Must have complete application on file.

**PLEASE CONTACT:** Kenai Peninsula Borough School District  
Human Resources  
148 North Binkley  
Soldotna, AK 99669

**LAST DAY TO APPLY:** Until Filled *WE ARE AN EQUAL OPPORTUNITY EMPLOYER*