

**Manchester School District, SAU #37**  
**Job Description**

<b>Position Title:</b>	Director, Communication & Community Relations	<b>Exempt:</b>	Yes
<b>Salary Grade / Range:</b>	\$60,000.00 - \$65,000.00	<b>Non-Exempt:</b>	No
<b>Reports To:</b>	Superintendent of Schools	<b>Salaried:</b>	Yes
<b>Date Last Revised:</b>	9/18/2019	<b>Hourly:</b>	No
<b>Approved By:</b>	Superintendent	<b>Work-Year:</b>	229 days
<b>Incumbent:</b>	None	<b>Unit Affiliation:</b>	None

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**Minimum Qualifications and Requirements:**

- Bachelor's Degree in journalism, communications, or Public Relations from an accredited institution.
- Five (5) to ten (10) years of experience as a reporter for a daily newspaper or television station, or five (5) to ten (10) years of Public Relations experience in either a for-profit or non-profit organization.
- Familiar with or experience in the school environment and community relations/public relations fields;
- Ability to establish and maintain effective working relationships with administrators, staff, students, vendors, school community, and the general public;
- Ability to establish and maintain effective working relationships with newspaper reporters and editors and television reporters and producers;
- Ability to establish and maintain effective working relationships with local and state elected officials;
- Excellent verbal and written communication skills;
- Ability to establish a strong and viable district presence on social media (e.g., Twitter, Snapchat, Facebook, etc.);
- Ability to produce and disseminate in a timely manner such items as employee newsletters and statements on behalf of the superintendent and/or Board of School Committee;
- Ability to effectively present information and respond to questions from administrators, staff, and the general public;
- Ability to serve as a district spokesperson when directed to by the superintendent;
- Ability to perform duties with awareness of District requirements and Board of School Committee policies.

**Specific Core Function:**

Work closely with the Superintendent of Schools and media. Manage, coordinate, and support present and emerging District special projects and events. Produce print and online materials to support district initiatives. Support the District administration in the development of community presentations. Build relationships between the District and the region's business, civic, governmental, and cultural organizations. Keep local media outlets informed about district events and issues and to share the district's story.

**Responsibilities of the Position:**

- Maintain an open line of communication with parents, District staff, the community, newspapers (both print and online), local television outlets, and providing prompt and accurate responses to requests for public information about the District, its policies, and its programs;
- Manage, coordinate, and support special events as assigned by the Superintendent;

- Produce the quarterly District newsletter for distribution to all students, parents, city departments, and the community;
- Produce a monthly newsletter to all District employees;
- Document achievements and facilitate the appropriate recognition;
- Prepare District press releases and other communications as directed by the Superintendent;
- Serve as an official District spokesperson when directed by the superintendent;
- Utilize social media

**Supervisory Responsibilities – Required Special Qualifications:**

- None

**Assignments and Committees:**

- As determined by the Superintendent or designee

**Confidential Position:**

- Director of Communication and Community Relations receives highly confidential information relative to the Board of School Committee governance, collective bargaining, personnel actions, along with preliminary budget information. Ability to maintain strict confidentiality of such information is essential.
- Works directly with the Superintendent, Mayor, and Vice-chair of the Board of School Committee and exercises a significant degree of independent judgment and discretion.
- Drafts press releases and public statements regarding highly political and sensitive issues. These issues often involve confidential personnel and/or student matters.
- Coordinates public communications in the event of emergency responses including, but not limited to, school lock downs, bomb threats, and weather-driven school closings etc. As such, will receive highly sensitive information relative to active emergency responses.

**Essential Physical Abilities:**

- Sufficient clarity of speech and hearing or other communication capabilities, with or without reasonable accommodation, which permits the employee to communicate effectively.
- Sufficient vision or other powers of observation, with or without reasonable accommodation, which permits the employee to review a wide variety of materials in electronic or hardcopy form.
- Sufficient manual dexterity with or without reasonable accommodation, which permits the employee to operate a personal computer, telephone and related equipment.
- Sufficient personal mobility and physical reflexes, with or without reasonable accommodation, which permits the employee to function within the general office environment.

**Specified Length/Hours of Position:**

- This is a non-affiliated, full-time flex schedule position with benefits. Pay range is \$60,000 to \$65,000 with possible opportunities to earn commissions through obtaining advertising contracts.

**Evaluation:**

- Evaluation of this position shall be by the Superintendent of Schools.

My signature below indicates that I have read and understand the contents of this Job Description.

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***Signature***

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***Date***