PLYMOUTH-CANTON COMMUNITY SCHOOLS

GLOBALLY FOCUSED. LOCALLY CONNECTED.

PLEASE GIVE THE APPROPRIATE PUBLICITY TO THE FOLLOWING VACANCY

POSITION: Director of Communications, Marketing and Partnerships

LOCATION: Board Office / Districtwide

QUALIFICATIONS:

1. Bachelor's degree in communications, public relations, marketing, journalism, business, education, or a related field.
2. Progressively responsible professional experience in communications, public relations, marketing, media relations, or a related field.
3. Demonstrated experience developing and implementing strategic internal and external communication plans.
4. Strong written, verbal, presentation, editing, and interpersonal communication skills.
5. Experience with traditional media, digital communications, websites, social media, and rapid communication systems.
6. Demonstrated ability to manage multiple projects, priorities, deadlines, budgets, and vendor relationships.
7. Ability to build collaborative relationships with staff, families, community organizations, business partners, media, and the public.
8. Experience supporting executive-level communications and managing sensitive or crisis communications.
9. Strong judgment, discretion, creativity, organizational skills, and attention to detail.
10. Ability to attend evening meetings, community events, Board meetings, and other District activities as required.
11. Master's degree in communications, public relations, marketing, business, education, or a related field preferred.
12. Experience leading communications, marketing, public relations, or community engagement in a public school district or public-sector organization preferred.
13. Supervisory experience, including staff evaluation and department leadership, preferred.
14. Experience with community partnerships, fundraising, surveys, enrollment marketing, and public-facing events preferred.
15. Experience with multimedia production, photography/video, radio, publications, mobile applications, and website content management preferred.

REPORTS TO: Superintendent of Schools or designee

RESPONSIBILITIES:

The Director of Communications, Marketing and Partnerships leads the District's communications, marketing, media relations, branding, community outreach, and partnership efforts. The Director serves as District spokesperson, oversees the Communications & Marketing Department and related programs, supports the Superintendent and Board of Education with strategic messaging, and develops strategies that strengthen public understanding, engagement, enrollment, and community partnerships.

1. Leading and overseeing C&M Department, including performance reviews, evaluations, and design for all C&M positions
2. Manages and develops C&M Budget
3. Manages district brand and identity guidelines

4. Develops, implements, and evaluates a comprehensive internal and external communication and marketing plan including, but not limited to, publications, media relations, and electronic communication.
5. Creates and implements, in conjunction with key staff members, a marketing plan for community education, pre-school, and other district programs as needed.
6. Media Relations / District Spokesperson
7. Works with staff and vendors to produce two issues annually of the P-CCS Press magazine
8. Develops, implements, and updates a marketing strategy in order to promote and increase enrollments in various programs; implements a strategic outreach plan.
9. Develops, coordinates and participates in promotional ideas, events, campaigns and activities to publicize and promote P-CCS programs and increase market share.
10. Supports two-way communication among schools, offices/departments and the district, and among the district, media, and the public.
11. Directs market research and industry trend analysis.
12. Provides professional public relations / marketing counsel and assistance to the administration, School Board, and schools.
13. Develops and coordinates surveys to solicit opinions, suggestions and recommendations that pertain to the policies and operations of the school system.
14. Coordinates and manages annual Climate Survey work / partnership with Panorama
15. Conducts annual spring Exit Survey and manage reporting of data
16. Designs visual/digital presentations for meetings; assists Superintendent with public appearances; writes event scripts; monitors/maintains Superintendent's communications.
17. Produces publications and multimedia materials which will enhance public understanding and support for the District.
18. Coordinating various radio series on 88.1 The Park, including monthly show featuring Superintendent
19. Initiates, supervises and serves as editor on all district publications.
20. Creates daily opportunities for placement of external and internal media to keep the presence of P-CCS constantly before the public in a positive manner.
21. Manages the district web page and social media products/communications and provides oversight to any other pages throughout the district, providing policy and interpretation and enforcement as needed.
22. Produces and distributes weekly district messages to principals for newsletters
23. Visits special events at schools to take pictures, video for publishing & district archives
24. Oversees district Communication, Marketing, Community Education Program, 88.1 The Park and the Print Shop
25. Website management and relationship with vendor
26. Coordinates website training, troubleshooting for District content managers
27. Manages, updates, and develops the P-CCS Mobile App
28. Researches, analyzes, and interprets schools and programs to the community.
29. Researches, analyzes and interprets citizen reaction to school policy and events.
30. Researches, analyzes and interprets community feelings to the Board of Education and administration.
31. Creates and produces specialized communication tools as may be needed in such areas as recruitment, orientation for new employees, and information to realtors.
32. Cooperates with administrators, as appropriate, in publicizing and promoting any performances, exhibitions, displays or special programs which are school sponsored and open to the public.
33. Prepares and coordinates the distribution of all district news releases.
34. Member of district crisis team; Leads crisis communication management processes and situations for District
35. Manages district's rapid communication system
36. District Chair for P-CCS Parent Council
37. Ability to work with students to develop communication tools and resources using media.
38. Creative use of district resources to market the district.
39. Assists with district development opportunities.
40. Member of Superintendent's Core Team and Cabinet Team
41. Messaging and editing written / spoken works for Superintendent, CORE Team, Cabinet Members, and outside departments
42. PCEF (Foundation) Ex Efficio Member
43. Coordinates celebrating success and recognition for Board Meetings.
44. Assist with Board Meeting prep and setup, and technology support during meetings

45. Attends meetings of the Board and prepares reports for Board as requested by the Superintendent
46. Performs such other tasks and assumes such other responsibilities as may be assigned by the Superintendent of Schools or his/her designee.
47. Lead liaison to the community to develop partnerships and raise funds
48. Attend community meetings representing the district (Chamber, Rotary and Kiwanis, other community organizations, speaking events)

This description is intended to describe the essential job functions, the general supplemental functions and the essential requirements for the performance of this job. It is not an exhaustive list of all duties, responsibilities and requirements of a person so classified. Other functions may be assigned and management retains the right to add or change the duties at any time.

EVALUATION: Performance of this position will be evaluated annually by the Superintendent of Schools or designee in accordance with District procedures.

BEGINNING DATE: As soon as possible after posting deadline and interviews

SALARY: Non-Affiliated Salary Schedule – Grade 11
$113,759-$145,845
52 Weeks per year

METHOD OF APPLICATION:

INTERNAL APPLICANTS – Apply online using the Internal Applicants section. You will be required to upload the following documents to your application:

- Letter of interest
- Updated resume
- Diversity, Equity and Inclusion Statement (attach in resume section). This statement should include your understanding and Knowledge of diversity, equity and inclusion including your past experiences and how you will ensure this is at the center of your work in the role for which you are applying.

EXTERNAL APPLICANTS – Apply online using the External Applicants section. You will be required to upload the following documents to your application:

- Cover Letter - Address letter to the Superintendent of Schools
- Resume
- Diversity, Equity and Inclusion Statement (attach in resume section). This statement should include your understanding and Knowledge of diversity, equity and inclusion including your past experiences and how you will ensure this is at the center of your work in the role for which you are applying.
- Two current letters of recommendation
- Copies of official transcripts for all degrees earned

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is frequently required to stand and talk or hear and sometimes walk and sit. Occasionally the employee will bend or twist at the neck more than the average person. While performing the duties of this job, the employee may occasionally push or lift up to 50 lbs such as boxes of books. The employee is directly responsible for safety, well-being, or work output of other people. Specific vision abilities required by this job include close vision such as to read handwritten or typed material, and the ability to adjust focus.

WORK ENVIRONMENT:

Plymouth-Canton Community School district is committed to a diverse and inclusive workplace. Plymouth-Canton Community School district is an equal opportunity employer and does not discriminate on the basis of race, national origin, gender, gender identity, sexual orientation, protected veteran status, disability, age or any other legally protected status. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

TERMS OF EMPLOYMENT:

Salary and fringe benefits shall be established by the Board of Education in accordance with the Non-Affiliated Administrative Compensation Plan. Upon recommendation for employment, Section 1230g, as amended, of the Revised School Code requires all school employees to be electronically finger printed for the purpose of undergoing a criminal history background check. The fingerprinting is conducted by a third party and is at the expense of the applicant. Cost for fingerprinting is approximately $70.00.

DEADLINE: UNTIL FILLED
DATED: 9/28/26
JOB ID: 1775