

SECTION I: GENERAL INFORMATION

Position Title: Marketing and Communications Director	Department: Management
Reports to: Cabinet	FLSA Status: Exempt
Classification: Management Team	

SECTION II: JOB SUMMARY

Develop, implement, manage, and regularly evaluate the District's internal and external communication, marketing, media and public relations strategies to ensure that communication is cohesive, consistent, informative, and effective in supporting the District's mission, goals, objectives, and strategic direction. Provide communication support for grant applications, legislative efforts and other presentations and communications to successfully tell the story of Richfield Public Schools and advance the opportunities and program in the organization.

SECTION III: DUTIES AND RESPONSIBILITIES

Statement of Duty/ Responsibility: Strategic Communication Planning and Implementation

Tasks involved in fulfilling above duty/ responsibility:

- Advises and supports school district staff on strategic and effective communication
- Facilitates District Communication Advisory Council
- Develops, implements and evaluates ,a strategic communication plan that supports the District's goals and mission
- Plans, creates and executes all internal and external District communication and publications including but not necessarily limited to, maintaining district website content, district videos, newsletters, news releases, flyers, brochures, social media, and promotional material that supports the District's goals and mission and enhances the school district's image in the community
- Ensures District communication portrays key messages, follows the approved style guide, and is culturally appropriate and accessible to all
- Partners with district programs and schools to ensure effective and high quality communication that effectively builds relationships with students, families and the community
- Develops internal communications to support organizational alignment regarding the values and programs of the district

Community and Media (Public) Relations

Tasks involved in fulfilling above duty/ responsibility:

- Serves as the District's chief storyteller and manages earned, owned and shared communication channels.
- Serves as the District's media relations liaison by identifying story opportunities, building positive working relationships and connecting the media with appropriate internal resources, pitching news stories, and fulfilling public information requests
- Assists in developing and implementing major information campaigns for district initiatives, elections, or events
- Provides public relations advice, counsel and training to School Board, District administrators, staff, and key leaders
- Develops positive working relationships with community organizations on behalf of district to ensure two-way communication and build collaborative partnerships in support of district and community goals
- Provides customer service training to appropriate frontline employees to maintain District's high standard in customer service effectiveness
- Assist with development, implementation and data analysis of customer opinion surveys and other means of gathering public feedback, input and participation
- Coordinates video production of meetings or school events

Marketing and Branding**Tasks involved in fulfilling above duty/ responsibility:**

- Promotes and supports the District's brand and ensures that internal and external communications align with that brand
- Develops and implements strategies that promote the district's programs to effectively attract and support efforts to retain families into our schools and programs
- Coordinates the overall development and promotion of the public image of the District, including the development and implementation of marketing strategies to promote district services, achievements, referendum initiatives, business partnership
- Promotes District events such as, but not limited to, open houses, kindergarten registration, school programs, and community forums

Grant Writing**Tasks involved in fulfilling above duty/ responsibility:**

- Collaborates with programs and schools to develop and prepare high quality grant proposal narratives, applications, and supporting documents that have been approved by the Superintendent
- Communicates with individuals across the District and within the community to gather information in response to grant applications and ensures the communication is accurate and effectively supports the grant application
- Effectively communicates the results of grant awards and benefits to the organization in response to community interest or required grant award documentation.

SECTION IV: KNOWLEDGE, SKILLS, AND ABILITIES**Knowledge:**

- Knowledge of established policies, protocols, and procedures and the ability to ensure compliance with same
- Knowledge of copywriting, editing, and proofreading standards
- Knowledge of grant writing standards

- Knowledge of the use of presentation technologies including a website CMS and social media communication tools
- Knowledge of marketing principles that achieve measurable objectives
- Knowledge of use of current technology required for the performance of duties
- Knowledge of communication planning, implementation, and evaluation

Skills:

- Exceptional communication, analytical and judgment skills
- Advanced skill in speaking, writing, editing and publications production required
- Clear, precise, and compelling writing skills
- Excellent interpersonal communication skills, demonstrative positive attitude, and ability to work effectively in teams
- Demonstrates cultural competency and ability to engage effectively with diverse communities

Abilities:

- Ability to clearly and accurately communicate in concise manner effectively to a diverse audience
- Ability to think strategically and to develop and manage complex communication projects, involving multiple sites and diverse audience
- Ability to work successfully under pressure and handle multiple and changing priorities and requests from a wide variety of sources, with attention to detail and deadlines
- Ability to make judgment on the appropriate method of communication on a variety of District issues or news stories
- Ability to interact effectively with individuals and groups in a variety of settings with persons of diverse backgrounds, experiences and agendas

SECTION V: EDUCATION/ CERTIFICATION REQUIREMENTS

- Bachelor's degree in communications, public relations, journalism, marketing, or related field

SECTION VI: EXPERIENCE REQUIREMENTS

- 3 to 5 years of communication, marketing or public relations experience, preferably within a school district or related setting
- Experience collaborating with community organizations and municipalities.

SECTION VII: PHYSICAL REQUIREMENTS & WORK ENVIRONMENT

Physical Requirements:

- Required to be able to sit, speak, hear and use hands.
- Mobility within the office setting.
- The specific vision requirements of the job include good close vision, color vision, peripheral vision, depth perception and the ability to read written or typed information and to adjust focus.
- There may be some lifting and moving of office materials or equipment typically less than 50 pounds.

Work Environment:

- The noise level in the work environment is usually moderate.
- The employee must work with the public, staff and supervisors.

- The employee will routinely work indoors.
- Inner district travel may be required.

SECTION VIII: COMPETENCIES AND/OR VALUES COMMON TO ALL POSITIONS

- A clear and demonstrated commitment to the District mission. Richfield Public Schools inspires and empowers each individual to learn, grow and excel. Perform assigned responsibilities in a manner consistent with the District's established Core Values.
- Advance the District's mission and values through careful attention to the key issues of Learning, Environment, and Resources.