



## Director of Communications

### Purpose Statement

The job of Director of Communications is done for the purpose/s of directly works with the Superintendent and District Administration to develop, coordinate, and implement a marketing and communications plan for Provo City School District. This position includes giving leadership to all aspects of public information and community relations. Responsibilities include developing strong relationships with the public (i.e. media outlets, District staff, students, parents, tax-payers, state legislators, etc.); creating and coordinating information for news media; overseeing the District's GRAMA responses; preparing and delivering presentations; and planning and directing the District's social media efforts.

This job reports to Superintendent

### Essential Functions

Arranges media interviews, writes scripts, takes photographs, and creates slide shows for various presentations and programs for the purpose of enhancing and maintaining positive, supportive and cooperative institutional relationships.

Attends and provides support for School Board meetings, Council Meetings, website development meetings, and other meetings as necessary for the purpose of ensuring that information is distributed in a timely and accurate manner.

Creates and markets comprehensive public relations campaigns promoting bond elections or other voter initiatives for the purpose of accurately educating Provo City voters regarding the needs of the District.

Develops and manages the district crisis communication plan in a variety of emergency situations (i.e. earthquake, bomb threat, fire, etc.) for the purpose of ensuring timely and adequate notification of parents, community members, agencies, etc.

Directs the management of and actively seeks donors for the Provo City School District Foundation for the purpose of fostering community involvement in the funding and recognition of District programs, students, and personnel.

Directs the District's social media initiatives for the purpose of ensuring appropriate and relevant use of social media sites.

Manages the development of collateral material (i.e. video production, District website, brochures, flyers, newsletters, newspapers, social media, etc.) for the purpose of promoting District Goals and Initiatives.

Performs other related duties as assigned for the purpose of ensuring the efficient and effective functioning of the work unit.

Provides media and public relations trainings to administrative and support staff for the purpose of improving District-wide public relations.

Provides information to stakeholders about policies, family or volunteer opportunities, District personnel, Board meetings to address concerns, and other relevant information for the purpose of improving student achievement through the active engagement of families and community members.

Researches, writes, and coordinates the distribution of news releases to the media for the purpose of clearly articulating District goals, initiatives, and decisions.

Searches for innovative methods to attract positive media attention for the purpose of expanding the coverage of District events, celebrating District successes, and recognizing cutting-edge practices.

Understands and clearly and accurately communicates business, scholastic, procedural and other relevant information to internal staff, students, parents, and press for the purpose of ensuring common understandings of District-related issues.

Attends work regularly to fulfill duties specific to the assignment for the purpose of for the purpose of providing quality educational experiences and continuity for assigned students, parents, and the overall school community.

Develops, implements and evaluates the District's marketing and communications plan for the purpose of creating a positive public perception of the District and to meet the information needs of the District's internal and external stakeholders.

Directs and provides leadership for social media (e.g. trains, and evaluates content managers at each school and social media committee, etc.) for the purpose of ensuring proper oversight and use of social media throughout the District.

Monitors budget allocations, expenditures, fund balances and related financial activities for the purpose of ensuring that allocations are accurate, revenues are recorded, expenses are within budget limits and/or fiscal practices are followed.

Performs personnel functions (e.g. interviewing, evaluating, supervising, etc.) for the purpose of maintaining adequate staffing, enhancing productivity of personnel and achieving objectives within budget.

Prepares a wide variety of written materials (e.g. correspondence, memos, reports, policy/procedures, budget, etc.) for the purpose of documenting activities, providing written reference, and/or conveying information.

Serves as District spokesperson and public information (e.g. great work, etc.) for the purpose of clearing identifying and communicating the official district position on a variety of issues.

## **Job Requirements: Minimum Qualifications**

### **Skills, Knowledge and Abilities**

SKILLS are required to perform single, technical tasks with a potential need to upgrade skills in order to meet changing job conditions. Specific skill based competencies required to satisfactorily perform the functions of the job include: .

KNOWLEDGE is required to perform basic math; review and interpret highly technical information, write technical materials, and/or speak persuasively to implement desired actions; and analyze situations to define issues and draw conclusions. Specific knowledge based competencies required to satisfactorily perform the functions of the job include: .

ABILITY is required to schedule activities, meetings, and/or events; often gather, collate, and/or classify data; and consider a number of factors when using equipment. Flexibility is required to independently work with others in a wide variety of circumstances; analyze data utilizing defined but different processes; and operate equipment using standardized methods. Ability is also required to work with a diversity of individuals and/or groups; work with a variety of data; and utilize a variety of job-related equipment. Problem solving is required to identify issues and create action plans. Problem solving with data frequently requires independent interpretation of guidelines; and problem solving with equipment is limited to moderate. Specific ability based competencies required to satisfactorily perform the functions of the job include: .

### **Responsibility**

Responsibilities include: working under direct supervision using standardized procedures; directing other persons within a small work unit; tracking budget expenditures. Utilization of resources from other work units is often required to perform the job's functions. There is a continual opportunity to impact the organization's services.

### **Work Environment**

The usual and customary methods of performing the job's functions require the following physical demands: some lifting, carrying, pushing, and/or pulling, and some fine finger dexterity. Generally the job requires 0% sitting, 0% walking, and 0% standing. This job is performed in a generally clean and healthy environment.

**Experience:** Job related experience is desired.

**Education:** Bachelors degree in job-related area.

**Equivalency:**

**Required Testing:**

**Certificates and Licenses**

**Continuing Educ. / Training:**

**Clearances**

**FLSA Status**

Exempt

**Approval Date**

11/23/2021

**Salary Grade**

Level 2