



**BAY DISTRICT SCHOOLS
DEPARTMENT OF HUMAN RESOURCES
JOB DESCRIPTION**

TITLE: Director of Communications

QUALIFICATIONS:

1. **Bachelor's degree in Communications, Journalism, Public Relations, Broadcasting, Mass Communications or related area. Master's degree preferred.**
2. **A minimum of five (5) years successful professional experience in one or more of these areas.**

PHYSICAL REQUIREMENTS: LIGHT

- *Light Work: Exerting up to 25 pounds of force occasionally and/or up to 15 pounds of force as frequently as needed to move objects.*
- *Medium Work: Exerting up to 50 pounds of force occasionally, and/or up to 20 pounds of force frequently and/or up to 10 pounds of force as needed to move objects.*
- *Heavy Work: Exerting up to 100 pounds of force occasionally, and/or up to 50 pounds of force frequently and/or up to 20 pounds of force as needed to move objects.*

REPORTS TO: As assigned by Bay District Organizational Structure.

SUPERVISES: As assigned by Bay District Organizational Structure.

PERFORMANCE RESPONSIBILITIES:

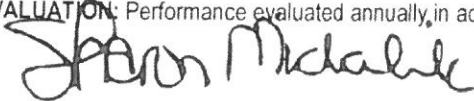
1. Provides leadership and guidance in analyzing the district's communication needs and sets annual objectives for the District's public information program.
2. Develops, implements and evaluates the District's public information program and uses best practices to establish and enhance an effective public relations plan that engages all stakeholders, including internal staff, the media, families, and the community.
3. Provides leadership and guidance in the development of communication tools to inform the public and promote progress and activities of the Bay District Schools.
4. Prepares and disseminates news releases, public service announcements, advertisements and annual and periodic publications and two-way communications with various stakeholders and the public in general and provides prompt responses to requests for public information about the District.
5. Supervises the development and coordination of public relations activities for capital bond and/or local option elections, prepares work plans and strategies for information dissemination.
6. Coordinates and schedules press conferences.
7. Provides public relations support to district departments and schools, and assists schools with accurate, timely and high quality public communications.
8. Serves as the Public Records Custodian, manages and responds to public records requests according to the law.
9. Serves as a liaison between Bay District Schools and the news media; supervises news releases and coverage of significant meetings, staff recognition and student activities and accomplishments.
10. Manages operation of the Public Relations Office, and supervises department staff's coordination of communications, community, and government relations.
11. Reviews and authorizes all public dissemination of District information to the media, other agencies, and the public.
12. Plans and implements employee recognition programs.
13. Provides media relations training and professional development for the Board and District staff to support effective community relations, including all forms of social media.
14. Provides a community relations point-of-view to District level decisions and input to the administrative team in the development of school and community relations efforts.

15. Maintains confidentiality with respect to contract negotiations, collective bargaining, personnel matters, and all Board executive sessions in accordance with the law.
16. Performs other duties as may be assigned by the Superintendent.

TERMS OF EMPLOYMENT:

1. Successful completion of State and Federal Background check is required for employment.
2. 12 months. Paygrade as established by the School Board in Current Salary Schedule 2.

EVALUATION: Performance evaluated annually, in accordance with School Board Policy.



Reviewed by Dept. of Human Resources

Date: APPROVED MAY 04 2017
Adopted by Bay District School Board

Bay District Schools is an Equal Opportunity Employer