



DIRECTOR OF COMMUNICATIONS AND INTERGOVERNMENTAL RELATIONS

POSITION SUMMARY

Direct the activities of the Office of Communications and Intergovernmental Relations of the Eugene School District including developing, implementing and administering a comprehensive system of communication, community engagement, and intergovernmental activities that are designed to enhance the District's educational programs and general operations. As a member of the Superintendent's staff, provides professional analysis and counsel to the Superintendent and District administrators.

SUPERVISORY RELATIONSHIPS

Reports to the District Superintendent. Directly or indirectly supervises all staff of the Office of Communications and Intergovernmental Relations.

PRIMARY DUTIES AND RESPONSIBILITIES

Implement effective media, community relations, and information programs that result in understanding of the District's programs, policies, budgets, initiatives, and issues. Direct the implementation of information campaigns about local funding measures and the impact of statewide ballot measures.

In conjunction with the School Board and District staff, identify communication needs, develop communication strategies and manage information campaigns that promote the District's objectives and needs.

Oversee the development of news and media releases. Serve as primary spokesperson for the District. Maintain positive working relationships with the news media, local businesses, patrons, and other district constituencies.

Oversees the conduct of research to determine attitudes and opinions of internal and external audiences.

Develop and administer a comprehensive intergovernmental relations program to enhance working relationships with other local, state, and federal agencies.

Serve as the District's legislative liaison and coordinate funding efforts with other school districts.

Participate in the development of programs designed to engage the community in the District's decision-making process and in short and long-term planning efforts to increase student achievement.

Coordinate joint partnership efforts between the District and City to provide community-based programs such as after school programs.



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Oversees District's radio broadcasting station (KRVM) including staffing and funding to provide an educational program in broadcasting for high school students as well as an information source for the community.

Develop and communicate District policies on a variety of issues.

Plan, direct and coordinate department work activities; assign projects and areas of responsibility; allocate resources accordingly; review and evaluate work methods and procedures; meet with staff to provide direction and to identify and resolve problems.

Responsible for the selection, supervision, and evaluation of assigned staff; assign work and ensure appropriate training is provided; investigate complaints; recommend and administer disciplinary actions; handle sensitive personnel matters and recommend grievance responses.

Develop and administer the department's annual operating budget; approve the forecast of funds needed for staffing, equipment, materials and supplies; approve expenditures and implement budgetary adjustments as appropriate and necessary.

QUALIFICATIONS

Knowledge, Skills, and Abilities:

Knowledge of the principles and practices of public relations, mass communications, and community relations.

Understanding of public education goals, objectives, and policies. Ability to effectively communicate district policies and goals to governmental officials and the local community.

Knowledge of election laws and requirements.

Knowledge of various governmental agencies and their policies, goals, and legislative and policy-making processes.

Knowledge of the principles of supervision, training and performance evaluation.

Knowledge of the principles and practices of budget preparation and administration.

Strong interpersonal skills and the ability to communicate and relate to diverse audiences. Demonstrated skill in effective communication, both verbal and written.

Strong analytical skills in conducting public relations research and information campaign planning.

Skill in providing leadership and managing projects.

Skill in directing professional, technical, administrative support staff.



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Ability to establish and maintain effective working relationships with those contacted in the course of work including District administrators, staff, various private and public agencies, the public and other interested groups.

Ability to exercise sound judgment in advising District administrators and elected officials on sensitive issues.

Ability to understand and track proposed legislation that impact district goals and operations.

Ability to handle multiple and diverse projects at the same time.

Ability to develop and administer department goals, objectives and procedures.

Education and Experience:

Bachelor's degree in Communications, Public Administration, Political Science or closely related field and five years of recent professional experience in governmental and/or public relations including experience at the strategic planning and implementation level; or any combination of experience and training that provides the required knowledge, skills, and abilities.