



## ASSOCIATE DIRECTOR OF COMMUNICATIONS

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### **Objective**

To support public relations for Eugene School District 4J and coordinate communications on matters pertaining to the district, superintendent, and school board, in strict accordance with professional ethics, confidentiality and the law. Serve as the district's representative to the media and the public to disseminate accurate information.

### **Position Summary**

The Associate Director of Communications develops and implements communication strategies and plans. They oversee, develop and disseminate communication materials about district issues and processes. They manage media relations and serve as the primary spokesperson and news media contact; manage the district's social media and district-level website content; provide communications and public relations counsel and advice to the superintendent, school board and administrators; provide crisis communications advice and support in school and district emergencies and controversies; develop and implement public engagement strategies, when appropriate, to involve the community in decision-making and planning processes.

### **Supervisory Relationship**

This position reports to the Chief of Staff. The Associate Director may be required to supervise support staff as assigned.

### **Essential Functions**

#### *Communications Oversight and Implementation*

1. Serve as the district's representative to the media and the public to disseminate accurate information.
2. Develop and implement the district's communications plan. Develop and sustain a proactive approach to communication that includes a consistent, positive and accurate portrayal of the district and all of its schools.
3. Identify and prioritize communication needs and develop communication strategies to address them.
4. Implement effective media, community relations, and information campaigns to promote the district's objectives and needs and result in understanding of the district's programs, policies, budgets, initiatives and critical issues.
5. Initiate, promote and encourage effective internal and external communications strategies and practices at all organizational levels.
6. Provide timely, relevant information to staff, families and other stakeholders.
7. Ensure smooth internal and external communication of news from major district initiatives.
8. Oversee the development and distribution of informational materials about district policies, programs and plans, including news releases, external information campaigns, and internal employee communications.
9. Develop and oversee strategic messaging to parents and the community.
10. Communicate clearly and concisely to a wide range of audiences.
11. Analyze, interpret, simplify and clearly communicate complex district issues to diverse stakeholders.

12. Develop programs to engage parents and the community in the district's decision-making and planning processes.
13. Develop and maintain district-level content for the district website. Coordinate with other district administrators to develop and maintain department-specific web content. Provide general oversight of content.
14. Create, manage and maintain the district's social media sites.
15. Develop and direct the implementation of information campaigns about local funding measures and the impact of statewide ballot measures.
16. Coordinate and facilitate public relations events and projects to ensure activities are well-planned, operate smoothly and meet communication goals.
17. Give public presentations and assist other personnel with developing and improving public presentations.
18. Respond to public complaints and inquiries.
19. Continuously monitor, revise and improve communications with a focus on accuracy, messaging and ease of access to information.

#### *Media Relations*

20. Manage news media relations for the district.
21. Serve as the primary news media contact and spokesperson for the district.
22. Develop and maintain positive working relationships with local and statewide news media.
23. Oversee the development and distribution of news releases and other materials to inform the public about district news via the media.
24. Coordinate and conduct media briefings and news conferences as needed.
25. Liaise with and advise subject matter experts to provide information to media.

#### *Crisis Communications*

26. Formulate appropriate messaging for sensitive, confidential and controversial issues including employee and student misconduct and labor negotiations.
27. Respond to issues involving staff, community and/or parent concerns that may result in some negative impact and/or liability if not appropriately addressed, to identify the relevant issues and recommend or implement a plan of action that will efficiently resolve the issue.
28. Advise on messaging and draft parent communication materials for building principals when a critical incident or controversy occurs.
29. Conduct emergency communications including hazardous weather notifications.
30. Serve as primary liaison between schools and media and parents in a school emergency. Serve as a liaison with emergency management and law enforcement as needed.
31. Coordinate and enable use of emergency phone notification system to ensure accurate and timely parent communications as needed.
32. Respond to urgent situations during and outside of normal working hours to receive information, provide communications support, and convey advice for effective decision-making.
33. Serve as a member of the district's emergency management team.

#### *Communications Counsel and Executive Support*

34. Serve as a member of the Superintendent's Cabinet, advising on public relations and communications issues and otherwise contributing to setting strategic direction and decision-making for the advancement of district goals.
35. Provide communications and public relations counsel and support to the school board, superintendent, senior administrators and building administrators.
36. Draft, develop and improve communications materials for the superintendent, school board and other district leadership, including talking points, speeches, opinion pieces, and public and staff communications.

37. Communicate and represent the superintendent's and school board's vision and perspective both internally and to the general community.
38. Communicate to the public the process and rationale for superintendent and school board decisions.
39. Build district communications capacity by providing advice, counsel, training and coaching to district leadership, school administrators and staff on effective communications, media relations, public engagement, community relations, communications ethics and topical issues.
40. Attend meetings of the school board to serve as media liaison, provide input when requested related to communication issues, and stay informed on board member perspectives.
41. Develop partnerships with other districts and agencies around common communication needs and interests.
42. Perform other related duties as assigned by supervisor.

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

- Must be a self-directed individual who is a strategic thinker and has strong decision making skills.
- Ability to use multiple sources of data to inform short- and long-term decisions; analytical and organizational skills required..
- Ability to multi-task and manage flow of simultaneous projects in a fast paced environment.
- Superb communication and interpersonal skills.
- Outstanding diplomacy and relationship building skills, problem solving skills, a consultative approach and the ability to analyze, forecast and plan.
- Ability to build trust and rapport with a diverse body of stakeholders.
- Ability to establish and maintain strategic partnerships.
- Demonstrated experience navigating through complex organizational structures. Demonstrated ability to manage change and ambiguity.
- Strategic planning and operational deployment skills desirable.
- Ability to build solid relationships at all levels of the organization.
- Excellent interpersonal skills and customer focus, with the ability to positively interact with administrators/managers, employees, and community members.
- Understanding of and ability to work within a political environment with competing demands and limited resources.
- Credibility with schools and other stakeholders; demonstrated ability to lead and manage change.
- Outstanding organizational skills.
- Ability to work effectively with diverse stakeholders.
- Ability to successfully work independently as well as in a team environment.
- High degree of professionalism, integrity, and dependability.

### **Minimum Qualifications**

#### Education

- Bachelor's degree in Communications, Public Relations or related field. Master's degree preferred.

#### Experience

- Three (3) or more years' experience in public relations/communications within a public organization or comparable leadership experience in related field.
- Experienced in resolving complex issues.
- Knowledge of school/district organization and practice desirable.

## Work Environment

Work is performed in a high paced office environment requiring attention to multiple, often competing priorities. This position requires constant interaction with internal and external customers.

ADDITIONAL INFORMATION	
<b>Employee Unit</b>	4J MAPS Association
<b>Pay Grade</b>	Grade 13 (12 mo)
<b>Developed by</b>	Dr. Sarah Brown – Director of Human Resources
<b>Approved by</b>	<i>Director of Human Resources Superintendent</i>
<b>Last revised</b>	April, 2015