



DIRECTOR, COMMUNICATIONS

GENERAL RESPONSIBILITIES

Under the direction of the Chief Media and Communications Officer, the position is responsible for providing support in the coordination and management of the division’s public information programs and assisting with the supervision and oversight of the day-to-day operations for the Department of Media and Communications.

ESSENTIAL TASKS

(These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

- Assist in development and execution of the division’s strategic communications plan.
- Assist in development of and lend support to crisis communications efforts.
- Serve as the chief speechwriter for the superintendent
- Supervise the development of presentations and multimedia materials for the superintendent and school board members.
- Maintain and update City/Schools Joint Communication Plans.
- Supervise (in partnership with chief media and communications officer) a team of public relations coordinators to ensure clear, consistent messaging and alignment of communication with the division’s strategic plan.
- Supervise the division’s graphic designer to ensure consistency in school division products and materials
- Manage the division’s rapid communications system and provide training for school administrative teams.
- Assist with issues management and collaborate with staff to enlist community feedback and support related to district issues and initiatives.
- Lead the division’s branded e-Town Hall online survey process for any division needs.
- Serve as a representative for the school division and respond to media and public requests for information.
- Coordinate strategic marketing plans for new and ongoing initiatives and projects.
- Serve as the lead school producer with VBTv in the development of video projects and features
- Manage the school division’s social media platforms such as Twitter and Facebook.
- Oversee development of VBCPS alumni network and targeted communication outreaches to engage this identified stakeholder group.
- Supervise the department and its day-to-day operations in the absence of the Chief Media and Communications Officer
- Perform related work as required.

KNOWLEDGE, SKILLS AND ABILITIES

Must have a comprehensive knowledge of the principles, practices and procedures of media, public and community relations; and comprehensive knowledge of school division strategic plan and objectives, procedures and organization. Must have excellent oral and written communication skills. Must have the ability to work with and through School Board members, administrators, teachers and all support staff; conceptualize, initiate, monitor, and evaluate new and/or current programs; establish and maintain effective working relationships with school officials, administrators, teachers and staff; work well under pressure; and handle regular and after-hour emergencies as well as dealing with high-level political representatives.

EDUCATION AND EXPERIENCE

Bachelor’s degree in English, journalism, education, communications or related subjects required, master’s degree preferred. Extensive experience in strategic communications, public relations and crisis communications preferred.

(A comparable amount of training and experience may be substituted for the minimum qualifications.)

PHYSICAL REQUIREMENTS

None

(Reasonable accommodations may be made to enable individuals with disabilities to perform the essential tasks.)

SPECIAL REQUIREMENTS

Possession of a valid driver’s license

Regular and reliable attendance is an essential function of this position.