



A World-Class Community of Learners

JOB DESCRIPTION

BAND	GRADE	SUBGRADE	WORKING CONDITIONS
D	6	1	

JOB TITLE	CONTRACT REFERENCE
Communications and Community Relations Director	Individual Contract

TITLE OF IMMEDIATE SUPERVISOR	VERSION DATE
Superintendent	January 2019

JOB SUMMARY

Under the direction of the Superintendent, the Director of Communications and Community Relations provides leadership and direction for the district's communications and community relations program consistent with well-defined strategies that support and aligns the district's strategic goals to include: all internal and external district communication, including publications, social media, and digital media; and community relations that includes parent and community engagement.

TASK NO.	FREQUENCY	BAND/GRADE
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1.	<p>Community Relations</p> <ul style="list-style-type: none"> • Direct the planning, development, implementation and maintenance of a communications and community relations program that will increase the public's awareness and support of the district and its strategic goals. • Establishes, nurtures and maintains positive external relationships with individuals, businesses, and community based organizations that support the district's goals. • Identifies community issues and concerns, and develops strategies for dealing effectively and proactively with those concerns; interacts with diverse stakeholder groups and serves as the Superintendent's representative and liaison to community leaders and groups as assigned. • Direct the development and implementation of strategies to assist principals and other FPS staff with communications and media relations, including training, individual consultation and direct assistance (especially during crisis situation). 		D6/C4
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	<ul style="list-style-type: none"> • Maintain a working relationship with community leadership and organizations; strategically serve on community boards and committees as directed by the Superintendent. • Continuously evaluate and assess needs and work with district leadership and principals to design and implement initiatives that support the needs of our students, families and community. • Evaluates public attitudes, links district policies and procedures with public interest, and with the use of current trends and innovations, executes a program of action to strengthen community trust and partnership. • Serve as community relations counsel and provide advice to the Superintendent, School Board, district leadership and staff regarding community relations opportunities and challenges associated with program and policy decisions; keep the superintendent and other administrators informed on key community relations issues that have implications for the district. • Support School Board and district’s parent and community involvement initiatives; ensure that family and community engagement initiatives are aligned with the district’s strategic priorities; target outreach to actively engage with diverse populations throughout our community; assists in planning, promoting and conducting events to build relationships with school district stakeholders. • Plans, develops, coordinates and/or assists with student, employee and community recognition programs. 		
<p>2.</p>	<p>Program Management</p> <ul style="list-style-type: none"> • Develops, implements, manages and evaluates a communications strategic plan that is consistent with the district’s strategic goals/plan. • Manage the day to day communications and community engagement activities including coordinating marketing strategies; evaluate and coordinate production and manage the district website; prepare and monitor department budget expenditures; provide leadership for district wide events including employee recognition and parent and community outreach activities; and coordinate internal/external flow of communication for staff. 		<p>C5/C4</p>

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	<ul style="list-style-type: none"> • Develops, standardizes and manages the district’s technological communication vehicles (website, social media, and cable TV channel) and protocols to further strengthen its image and marketing/branding initiatives. • Utilize information in developing goals for district as a whole (e.g. community outreach activities, survey findings, enrollment data, technology usage, etc.) • Assist program and building leaders in communication efforts to address educational issues and decisions with their stakeholders. • Serve as the district’s chief spokesperson; distribute news and information, and maintain positive working relationships with the media and community organizations. • Supervises all personnel associated with communications and community relations department. 		
3.	Media Relations <ul style="list-style-type: none"> • Create a climate of cooperation between the media and district for mutual benefit in the dissemination of news and information to public audiences. • Organize media relations activities, media conferences, news releases and crisis communication; anticipate emerging issues and concerns and develop proactive appropriate communications regarding those issues. • Contribute to media relations efforts by developing story concepts, write and edit press releases, and produce district newsletters and other district communications. 		C4
4.	Marketing/Advertising <ul style="list-style-type: none"> • Develop and coordinate a marketing plan that promotes Fridley Public Schools as a community asset and an attractive school district of choice. • Manage promotion of district programs to all internal/external stakeholders. • Review all public opinion polling instruments before use and share the results with designated district administrators. • Serve as a consultant to various district sites in the planning of and during promotional activities to include branding and marketing plans 		C4
5.	Budget Management <ul style="list-style-type: none"> • Develops and administers the communications and 		C4

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	<p>community relations budget.</p> <ul style="list-style-type: none"> Identifies funding opportunities to generate federal, state, or private financial support. Directs program efforts to obtain funding. 		
6.	<p>Staff Management</p> <ul style="list-style-type: none"> Hires, trains, coaches and evaluates directly supervised staff. Develops and recommends salary and benefits packages for new employees. Supervise and manage projects of contracted service providers. 		C4
7.	<p>Government Relations and Legislative Activity</p> <ul style="list-style-type: none"> Provides leadership for the district in defining and delivering communication activities to engage the community and generate support for district efforts such as levy and bond referendums. Provides leadership for volunteer and employee efforts to inform and engage elected officials and governmental staff in support of public education. Provides district and public information on elections affecting schools. Develops linkages and strong cooperative relationships with city, area agencies, businesses, chamber of commerce, community members, and other units of government. 		D6
8.	<p>Training</p> <ul style="list-style-type: none"> Increase the internal assets of the organization by providing customer service and public relations training for employees and volunteers to strengthen their skills in communication techniques, professional tools and resources. Assess needs and organize and implement annual training for school board and district leadership on community relations and communications. 		C4
9.	Other Duties as assigned		N/B

QUALIFICATIONS (Specific training or job experience required before appointment)

- Bachelor's degree in Communications, Journalism, Marketing, Public Relations or related fields
- Marketing and/or Public Relations Experience in similar technical support job roles
- Excellent written and verbal communication skills required

JOB TITLE

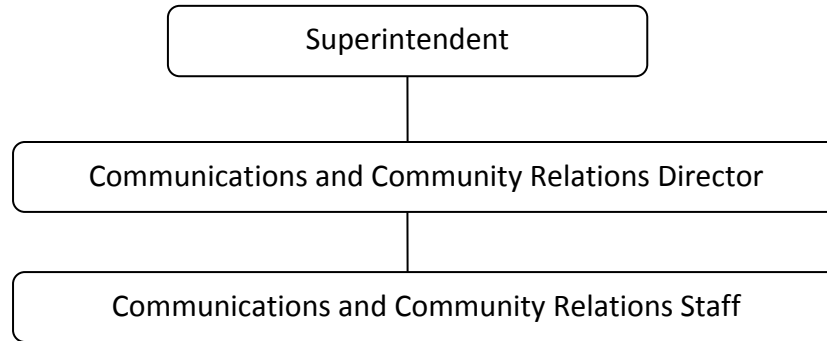
Communications and Community Relations Director

CONTRACT REFERENCE

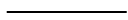
Individual Contract

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4. Experience with publishing, graphics, social networking, video and web design

ORGANIZATIONAL RELATIONSHIPS**SYMBOLS**

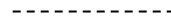
DIRECT SUPERVISION



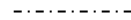
INDIRECT SUPERVISION



WORK DIRECTION



ADVISE/INFORM



PHYSICAL FACTORS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employed is regularly required to talk, hear, climb, balance, stoop, kneel, reach for objects, stand, walk, push, pull, lift, and use hands to grasp and feel. The employed must frequently lift and/or move up to 10 pounds, occasionally being required to lift and/or move up to 25 pounds or more. Specific vision abilities required include close vision, distance vision, and the ability to adjust focus.