



Poudre School District

HUMAN RESOURCES DEPARTMENT

JOB DESCRIPTION

Job Title: **Executive Director, Communications**
Job Family: **Administrative**
Prepared/Revised Date: **August 2, 2018**

FLSA Status: **Exempt**
Pay Range: **E**
Job Code: **10213**
Days: **260**

SUMMARY: Plan, organize, and direct the operations and activities of district communications, including public relations, strategic communications, marketing and awareness activities to enhance community understanding of Poudre School District’s mission, goals, objectives, services and activities. Direct media relations, strategic publications, video production, online, social media, crisis communications, public engagement, volunteer and community outreach. Advise and support the Superintendent, Board of Education, and district staff regarding internal and external communications and media relations. Report to the Superintendent of Schools.

ESSENTIAL DUTIES AND RESPONSIBILITIES: *To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

| Description of Job Tasks |
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| 1. Provide advice and counsel to the Superintendent on district-wide initiatives including forecasting potential ramifications, implications and unintended consequences where improper handling could have adverse impacts on the District. Provide advice and counsel to the Board of Education, leadership team and cabinet. Provide proactive strategic support and problem solving to district leadership to position the District in the most favorable position within the community and marketplace. |
| 2. Develop and implement high-quality communications and marketing programs that effectively promote the District and its services. Direct strategic internal and external communication plans and activities. Provide leadership and training to district staff related to effective communications and marketing. Develop and implement marketing and branding strategies. |
| 3. Provide strategic leadership in media relations and crisis communications. Member of the District’s Crisis Response Team. Direct training for district leadership and staff in support of communicating the District’s key messages. When appropriate, serve as spokesperson for the District. |
| 4. Implement comprehensive public engagement plans centered on building relationships with external and internal, targeted audiences to shape public opinion and behaviors in support of the District and its initiatives. Listen to and analyze the concerns of the public. |
| 5. Provide leadership to the communications staff and functions including overseeing public relations, marketing, strategic publications, social media, video production, and the District’s website. Conduct research on and incorporate cutting edge interactive formats to best engage internal and external audiences. |
| 6. Coordinate and attend special events for recognition of the accomplishments of district staff, students, and community partners. Attend all Board of Education meetings. |



| Description of Job Tasks |
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| 7. Oversee PSD's volunteer program and community and business partnership programs. |
| 8. Attend meetings of the Board of Education, district-wide meetings/events, school-based meetings/events and community meetings/events to gather and disseminate information about the District. |
| 9. Assure compliance with applicable laws and regulations regarding disclosure of public information, financial, operational and academic accountability. Conduct research and collect data necessary to effectively report on progress on Board monitoring reports. |
| 10. Perform other duties as assigned. |

EDUCATION AND RELATED WORK EXPERIENCE:

- Bachelor's degree required in Communications, Public Relations, Marketing or Journalism. A Masters Degree or MBA preferred.
- Accreditation in public relations through a national professional association.
- Minimum seven years of senior level experience in public relations, communications, marketing, or journalism.

LICENSES, REGISTRATIONS or CERTIFICATIONS:

- Criminal background check required for hire
- Valid Colorado driver's license

KNOWLEDGE, SKILLS & ABILITIES:

- Knowledge of all areas of electronic communication, including website management, e-newsletters, social media, general computer skills, video production, and graphic design.
- Knowledge of a wide range of communication and brand building strategies and tactics.
- Knowledge of the role and responsibility of public schools.
- Advanced verbal, listening, and written communication and editing skills.
- Ability to distill large quantities of information into meaningful messages and interesting stories for diverse audiences.
- Ability to effectively work with local and regional media.
- Ability to communicate, interact and work effectively and cooperatively with all stakeholders, including those from diverse ethnic and educational backgrounds.
- Ability to meet strict deadlines.
- Ability to stay abreast of professional practices in the field of communications and public relations through participation in professional organizations such as the Colorado School Public Relations Association, National School Public Relations Association, the Colorado chapter of the Public Relations Society of America, etc.

PERSONAL CHARACTERISTICS:

The Director should demonstrate competence in the following:

- *Adaptability:* Demonstrate a willingness to be flexible, versatile and/or tolerant in a changing work environment while maintaining effectiveness and efficiency.
- *Behave Ethically:* Understand ethical behavior and business practices and ensure that own behavior and the behavior of others is consistent with these standards and aligns with the values of the District.
- *Build Relationships:* Establish and maintain positive working relationships with others, both internally and externally, to achieve the goals of the District.
- *Creativity/Innovation:* Develop new and unique ways to improve operations and to create new opportunities.
- *Focus on Client Needs:* Anticipate, understand, and respond to the needs of internal and external clients to meet or exceed their expectations within the District's parameters.



- *Foster Teamwork:* Work cooperatively and effectively with others to set goals, resolve problems, and make decisions that enhance organizational effectiveness.
- *Lead:* Positively influence others to achieve results that are in the best interest of the District.
- *Make Decisions:* Assess situations to determine the importance, urgency and risks, and make clear decisions which are timely and in the best interests of the District.
- *Organize:* Set priorities, develop a work schedule, monitor progress towards goals, and track details, data, information and activities.
- *Solve Problems:* Assess problem situations to identify causes, gather and process relevant information, generate possible solutions, and make recommendations and/or resolve the problem.
- *Think Strategically:* Assesses options and actions based on trends and conditions in the environment, and the vision and values of the District.

MATERIALS AND EQUIPMENT OPERATING KNOWLEDGE:

- Operating knowledge of and experience with personal computers and peripherals.
- Operating knowledge of and experience with Microsoft Word, Excel, PowerPoint and other software packages.
- Operating knowledge of and experience with typical office equipment, such as telephones, copier, fax machine, E-mail, etc.

REPORTING RELATIONSHIPS & DIRECTION/GUIDANCE:

| | POSITION TITLE | # of EMPLOYEES |
|------------------------|--|----------------|
| Reports to: | PSD Superintendent of Schools | |
| Direct reports: | Communications, PSD TV and Partnership Staff | 10 |

PHYSICAL REQUIREMENTS & WORKING CONDITIONS: *The physical demands, work environment factors and mental functions described below 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.*

| PHYSICAL ACTIVITIES: | Amount of Time | | | |
|-------------------------------------|----------------|-----------|------------|----------|
| | None | Under 1/3 | 1/3 to 2/3 | Over 2/3 |
| Stand | | | X | |
| Walk | | | X | |
| Sit | | | X | |
| Use hands to finger, handle or feed | | X | | |
| Reach with hands and arms | | X | | |
| Climb or balance | X | | | |
| Stoop, kneel, crouch, or crawl | X | | | |
| Talk | | | | X |
| Hear | | | | X |
| Taste | X | | | |
| Smell | X | | | |

| WEIGHT and FORCE DEMANDS: | Amount of Time | | | |
|---------------------------|----------------|-----------|------------|----------|
| | None | Under 1/3 | 1/3 to 2/3 | Over 2/3 |
| Up to 10 pounds | | | X | |
| Up to 25 pounds | | X | | |
| Up to 50 pounds | X | | | |
| Up to 100 pounds | X | | | |
| More than 100 pounds | X | | | |



| MENTAL FUNCTIONS: | Amount of Time | | | |
|----------------------|----------------|-----------|------------|----------|
| | None | Under 1/3 | 1/3 to 2/3 | Over 2/3 |
| Compare | | | X | |
| Analyze | | | | X |
| Communicate | | | | X |
| Copy | | X | | |
| Coordinate | | | | X |
| Instruct | | | X | |
| Compute | | | X | |
| Synthesize | | | X | |
| Evaluate | | | | X |
| Interpersonal Skills | | | | X |
| Compile | | | X | |
| Negotiate | | | | X |

| WORK ENVIRONMENT: | Amount of Time | | | |
|---------------------------------------|----------------|-----------|------------|----------|
| | None | Under 1/3 | 1/3 to 2/3 | Over 2/3 |
| Wet or humid conditions (non-weather) | X | | | |
| Work near moving mechanical parts | X | | | |
| Work in high, precarious places | X | | | |
| Fumes or airborne particles | X | | | |
| Toxic or caustic chemicals | X | | | |
| Outdoor weather conditions | X | | | |
| Extreme cold (non-weather) | X | | | |
| Extreme heat (non-weather) | X | | | |
| Risk of electrical shock | X | | | |
| Work with explosives | X | | | |
| Risk of radiation | X | | | |
| Vibration | X | | | |

| VISION DEMANDS: | Required |
|---|----------|
| No special vision requirements. | |
| Close vision (clear vision at 20 inches or less) | X |
| Distance vision (clear vision at 20 feet or more) | X |
| Color vision (ability to identify and distinguish colors) | |
| Peripheral vision | X |
| Depth perception | X |
| Ability to adjust focus | X |

| NOISE LEVEL: | Exposure Level |
|--------------|----------------|
| Very quiet | |
| Quiet | |
| Moderate | X |
| Loud | |
| Very Loud | |