

Arlington School District No. 16  
Job Description

**JOB TITLE: Director of Communications**

<b>CLASSIFICATION:</b>	Exempt
<b>LOCATION:</b>	District Office
<b>REPORTS TO:</b>	Superintendent
<b>HOURS:</b>	8 hrs/day, 5 days/wk, 260 days/yr
<b>SALARY:</b>	Director 4 Salary

**SUMMARY:** The Director of Communications works closely with the Superintendent to promote positive school and community relations and serves as the spokesperson for the District to the newspapers, television, and radio. This person manages the district website, and oversees the production of all printed publications released through the District office. The Director of Communications will perform duties with proficiency, diplomacy and discretion.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following:

- Serves as a member of the Superintendent's Cabinet
- Work closely with the Superintendent to answer a wide variety of inquiries and promote positive community relations and public image for the district, both by telephone and in person
- Work with the Superintendent to produce written material and deal with confidential and sensitive matters affecting staff and students
- Provide direct assistance to board members, superintendent and other district staff in the preparation of speeches or other materials related to the District and its programs
- Develop and maintain close contact with local news media and provide them with written news releases of district activities and programs
- Serve as District liaison to the newspapers, television, and radio and assist with crisis response with the media
- Establish and maintain cooperative and positive relations with staff members, local government, community and civic organizations
- Serve as managing editor of the website; write and update articles and interact with schools to get information and photos for website content; keep board information, construction information and board meeting summaries updated on website
- Promote website as a communication tool with community, parents, alumni
- Proactively keep key communicators informed of district activities and coordinate a communications advisory group
- Oversee production of all printed publications released through the District office, including the calendar, community newsletter, brochures, and levy/bond information packets
- Provide direct assistance to board members, superintendent and other district staff in the preparation of speeches or other materials related to the District and its programs
- Work closely with Superintendent, building principals, and other administrators to develop and implement goals and objectives for community relations and marketing programs
- Maintain and regularly update mailing lists of residents, and mailing lists of community groups
- Complete bulk mail paperwork and mailing
- Maintain membership and participate in Snohomish County Public School Information Cooperative
- Manage public relations department budget

- Develop professional and personal goals commensurate with maintaining and developing a community relations program
- Maintain flexible, team-oriented attitude
- Promote and practice professional growth and development
- Observe strict confidentiality regarding student and personnel information.
- Serves as Public Records Officer for the District and be the point of contact for members of the public who request the disclosure of public records
- Oversee District records retention and provide guidance to schools/departments on records retention schedules following Washington State Archives guidance
- Organize events related to community relations
- Assist with video projects
- Participate as a member of Emergency Management Response Team – assist with planning and materials for emergencies
- Recording secretary for the Advisory Council for Education (ACE)
- Manage electronic communication system
- Manage Social Media
- Create mandatory legal notices for local newspapers
- Other duties may be assigned

**QUALIFICATION REQUIREMENTS:** *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.*

**EDUCATION and/or EXPERIENCE:**

B.A. with an emphasis in communications, public relations or journalism preferred, or two years college and three to four years of related experience and/or training, or equivalent combination of education and experience. Experience in school public relations preferred, and successful experience in communications field, including writing, editing, design and layout.

**CERTIFICATES, LICENSES, REGISTRATIONS:**

Valid Washington State driver's license

**LANGUAGE SKILLS:**

Proficient in written English, including grammar, spelling and punctuation. Ability to write news articles, reports and business correspondence. Ability to read, analyze, and interpret written materials. Ability to effectively present information and respond to questions from administrators, staff, students, the general public and the Board of Directors.

**MATHEMATICAL SKILLS:**

Ability to calculate figures and amounts, such as discounts, proportions, percentages and totals and to apply concepts of basic mathematics.

**REASONING ABILITY:**

Ability to solve practical or complex problems and deal with a variety of concrete and abstract variables. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

**OTHER SKILLS AND ABILITIES:**

- Computer skills, including word processing, database, spreadsheets and presentation software
- Knowledge of the operation of a school district

- Ability to present oneself well and be able to relate positively with people
- Skill in verbal and written communication, accurate proofreading, and ability to write accurate articles for publication
- Proficiency in overseeing design, layout and publication of printed materials
- Ability to perform tasks with a high degree of accuracy and attention to detail
- Ability to work and remain calm under pressure with frequent interruptions
- Ability to use sound judgment and work independently
- Ability to make public presentations
- Ability to exercise sensitivity in dealing with individuals of diverse socioeconomic, cognitive and physical abilities, and cultural and ethnic backgrounds

**PHYSICAL DEMANDS:** *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 employee is regularly required to sit at a computer, is frequently required to walk or stand. The employee will occasionally bend or twist at the neck and trunk and use the hands to handle, finger, or feel objects, tools, or controls while performing the duties of this job. Successful performance requires specific vision abilities that include close vision and distance vision.

**WORK ENVIRONMENT:** *The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

There are no unusual environmental conditions. Typically, the noise level in the work environment is moderate. Employee will work indoors and on occasion, outdoors.

*The information contained in this job description is for compliance with the Americans with Disabilities Act (ADA) and is not an exhaustive list of the duties performed for this position. The individuals currently holding this position perform additional duties and additional duties may be assigned.*

May 2021