TOMAH AREA SCHOOL DISTRICT

Director of Communications

Position Summary: The Director of Communications is responsible for developing, coordinating, and implementing strategic communications, public relations, marketing, community engagement, and communications for the Tomah Area School District. Working closely with the Superintendent, District Administration, school leaders, staff, and students the Director of Communications serves as a primary point of contact for communicating the District's mission, initiatives, accomplishments, programs, and activities to internal and external audiences. The position is responsible for telling the story of the Tomah Area School District through compelling written, visual, and digital content while maintaining a consistent District brand and voice across communication platforms. The Director of Communications manages the District's website and social media presence, develops publications and marketing materials, coordinates media relations, provides photography and visual content, supports District events, and assists with the development and implementation of the District's strategic communications plan. The successful candidate will be a creative, highly organized communications professional who can manage multiple priorities, work independently, respond effectively to changing needs, and build positive relationships throughout the District and community.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Strategic Communications & Public Relations

•Assist in the development, implementation, and ongoing evaluation of the District's strategic communications plan.
• Work closely with the Superintendent and District Administration to develop communication strategies, messaging, and materials that support District priorities and initiatives.
• Serve as a communications resource for District administrators, schools, departments, and staff.
• Develop and maintain consistent messaging, tone, visual identity, and branding across District communications.
• Proactively identify opportunities to promote District programs, initiatives, accomplishments, and community partnerships.
• Support public relations efforts designed to strengthen public understanding, trust, and engagement with the District.
• Assist with sensitive, time-sensitive, and crisis communications as directed by District Administration.
• Maintain confidentiality and exercise sound judgment when handling sensitive information/student information.

Media Relations

• Develop, write, and distribute press releases.
• Respond to media requests and other media opportunities in collaboration with District Administration.

Website & Digital Communications

• Maintain, update, and develop content for the District website.
• Write and publish District news stories, announcements, features, and other web content.
• Ensure website content is accurate, timely, accessible, consistent, and aligned with District branding and communications standards.
• Collaborate with District staff and Technology personnel regarding website content, functionality, accessibility compliance, and ongoing improvements.

Social Media

• Manage the District's social media presence.
• Develop and maintain social media content calendars and strategies to effectively highlight District news, events, programs, student and staff accomplishments, and community connections.
• Ensure social media content reflects District policies, branding, communication goals, and professional standards.

Marketing, Branding & Graphic Design

• Develop and produce marketing, advertising, promotional, and informational materials for the District.
• Create flyers, brochures, posters, advertisements, presentations, digital graphics, signage, and other visual communication materials.

• Maintain consistency with District branding, including appropriate use of logos, colors, fonts, photography, messaging, and other visual elements.
• Assist schools, departments, and District staff with communication and promotional materials as appropriate.

Photography & Multimedia
• Provide photography coverage of District events, programs, activities, student and staff accomplishments, and other District needs. Maintain and organize District photography and visual media assets.
• Produce video and multimedia content for websites, social media, presentations, publications, and other communication platforms.
• Obtain and appropriately use photographs and other visual content in accordance with District policies and applicable media permissions.

Publications & Written Communications
• Develop, write, edit, and coordinate District publications and newsletters.
• Write and edit articles, announcements, features, correspondence, promotional materials, and other District communications. While ensuring communications are accurate, clear, professional, accessible, and appropriate for the intended audience.
• Assist with the development, editing, and updating of District handbooks, informational guides, and other public-facing publications.

Community Engagement & District Storytelling
• Promote the Tomah Area School District within the community through proactive communication, storytelling, marketing, and engagement efforts.
• Develop and maintain positive relationships with families, community organizations, businesses, civic organizations, alumni, media, and other District stakeholders.
• Identify and share stories that demonstrate the accomplishments, opportunities, and impact of the District.
• Highlight student, staff, school, and District achievements across multiple communication platforms.
• Assist with community outreach initiatives designed to increase awareness, understanding, and engagement with the District.
• Work with students/student groups to support student authors to create public communications and media
• Support alumni and community-focused District initiatives and programs as assigned.

Event Planning & Support
• Plan, coordinate, and execute designated District events and community engagement activities.
• Assist the Superintendent's Office and other District departments with event planning, promotion, communications, and materials.
• Develop event-related promotional materials, signage, programs, invitations, social media content, and other communications.
• Provide photography and communications coverage for District events.
• Coordinate with staff, community partners, vendors, and other stakeholders as needed to support successful events.

Administrative & Organizational Responsibilities
• Manage multiple communications projects simultaneously while meeting established deadlines and priorities.
• Maintain organized digital files, photographs, graphics, publications, and other communications resources.
• Monitor communications projects from concept through completion and publication.
• Research emerging communications, marketing, social media, website, and technology practices and recommend improvements.
• Maintain a high level of professionalism, discretion, responsiveness, and confidentiality.
• Perform other duties as assigned by the Superintendent or designee.

QUALIFICATIONS

Required Education

• Bachelor's degree in Communications, Public Relations, Journalism, Marketing, Digital Media, Graphic Design, or a closely related field.

Required Knowledge, Skills, and Abilities

• Excellent written and verbal communication skills.
• Strong public relations, interpersonal, and customer service skills.
• Demonstrated ability to write clearly, accurately, professionally, and for a variety of audiences.
• Strong organizational and project-management skills with the ability to manage multiple projects and competing deadlines.
• Ability to work independently, exercise sound judgment, and take initiative while also working effectively as part of a team.
• Strong computer skills and proficiency with Microsoft Office and other digital communication tools.
• Demonstrated knowledge of social media platforms and professional social media practices.
• Demonstrated knowledge of website content management and digital communications.
• Ability to establish and maintain positive working relationships with students, staff, administrators, families, community members, media representatives, and community partners.
• Ability to maintain confidentiality and exercise discretion when handling sensitive information.
• Ability to adapt to an ever-changing work environment and respond effectively to emerging communications needs.
• Creativity, initiative, attention to detail, and strong problem-solving skills.

Preferred Qualifications

• Professional experience in communications, public relations, marketing, journalism, media, graphic design, or a related field.
• Experience working in a K–12 school district, public-sector organization, nonprofit organization, or community-focused environment.
• Experience developing and implementing an organizational or district-wide communications plan, writing press releases, professional photography and/or videography and graphic design and desktop publishing software.

NOTICE OF NON-DISCRIMINATION: *The Tomah Area School District does not discriminate on the basis of race, color, religion, national origin, ancestry, creed, pregnancy, marital status, parental status, sexual orientation, sex (including transgender status, change of sex or gender identity) or physical, mental, emotional, or learning disability ("Protected Classes") in admission to, access to, treatment in, or employment in its programs and activities. The Coordinator of the District's efforts to comply with Title IX of the Education Amendments of 1972 is Jeff Adams, 1310 Townline Road, Tomah, WI 54660 – phone: (608) 374-7011. Any inquiries regarding the application of the District's non-discrimination policy may be referred to the U.S. Department of Education, Office for Civil Rights.*

Si necesita Ud. ayuda en la traducción de este documento, por favor llama la especialista de ELL del distrito a 374-7014.