



Board of Education

TO: Board of Education
FROM: Sarah Burnett, Director of Human Resources
DATE: December 19, 2024
RE: Director/Assistant Director of Marketing, Communications, and Public Relations Job Description

This memo is:

- Information only.
- Information with a recommendation, and a request for Board approval by vote.

Date by which a Board decision is needed: December 19, 2024

Previous memos on this topic can be found:

- in previous Board packet(s) dated.
- or attached to this memo

Basic Information:
West Chicago Elementary School District 33 currently has an Assistant Director of Communications and Community Relations. The administrator currently in this position is retiring at the end of February, and the job description, as well as title is recommended to be revised.
Background/Historical Context:
District 33 currently includes an Assistant Director of Communications and Community Relations position. The administrator in this position is retiring at the end of February, and the administration is recommending a revised job description, found here . Revisions to the job description include a specialized marketing skill set, strategic approach to marketing, communication, and public relations, and visionary leadership as it pertains to the position. Additionally, the administration is recommending a revised title to Director/Assistant Director of Marketing, Communications, and Public Relations, in an effort to attract highly qualified candidates. We are asking for flexibility in keeping this position as an Assistant Director or advancing it to a Director level position, depending on the candidate's experience and education.
Previous decisions, actions, or parameters that relate to this topic or issue:
N/A
Recommendations:
It is the recommendation of the administration to approve the new title of “Director/Assistant Director of Marketing, Communications, and Public Relations”, as well as the new job description for the position.