

**CLASSIFICATION DESCRIPTION
COMMUNICATIONS OFFICER**

<p><u>TITLE OF IMMEDIATE SUPERVISOR:</u> Superintendent</p> <p><u>DEPARTMENT:</u> Office of the Superintendent</p> <p><u>ACCOUNTABLE FOR:</u> Communications Specialist, EEA Clerical</p>	<p><u>FLSA STATUS:</u> Exempt</p> <p><u>PAY GRADE</u> <u>ASSIGNMENT:</u> Individual Employment Agreement; rates linked to the Executive Employees Association</p>
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GENERAL SUMMARY OR PURPOSE OF JOB:

The Communications Officer leads the communications efforts of the school district and provides strategic communications and marketing direction for the district and its schools. Along with implementing an effective tactical communication plan, this position serves as the strategic leader of the district’s communications and marketing functions and serves as a member of the district’s management/leadership team. Other responsibilities include providing strategic counsel and advice to the Superintendent and district leaders; working to ensure effective communications, marketing, engagement and public relations practices are in place to support the mission, vision and goals of the district; implementation of effective communications/marketing/storytelling strategies that positively impact student success and strengthen the district’s presence and connections in the community while helping to increase the enrollment of the district. Supervises staff in the performance of these functions.

- ESSENTIAL FUNCTIONS**
- Plan and direct public information programs for the school district.
 - Create, implement and monitor a strategic communications and marketing plan on an ongoing basis
 - Coordinate all internal and external communications efforts
 - Serve as the district’s primary contact with local and regional media and work to create and enhance relationships with reporters, editors and media representatives
 - Create and Implement public information campaigns to share information with key audiences
 - Serve as the chief storyteller for the district and create an overall direction for sharing positive content with key audiences
 - Oversee and create content for a variety of electronic and print communication channels
 - Manage school district communications policy development and stakeholder communications.
 - Provide assistance to principals in creating and implementing communications tactics
 - Oversee all social media posts and information on district platforms and serve as a resource to leaders and schools on the effective use of social media
 - Manage all website content for the district pages while assisting with the management of the school website pages
 - Supervise the planning of news conferences or news events.
 - Create and direct marketing campaigns to increase the enrollment of Duluth Public Schools by sharing stories and effectively positioning the district as an excellent choice for families
 - Research and implement new media technologies and processes to continue to enhance the district’s communications and marketing efforts
 - Establish and assist in implementing an engagement plan with feedback loops for internal and external

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stakeholders groups to provide feedback and insight

- Implement emergency and crisis communications plans and serve as the primary spokesperson/communication lead for crisis/emergency situations
- Serve as the district’s Freedom of Information officer and directs the process for completing public information requests
- Oversee the planning and coordination of special events.
- Serve as the district representative on appropriate community committees and organizations
- Provide oversight and planning for special events
- Provide training and professional development opportunities in the area of communications and marketing to district leader

MINIMUM QUALIFICATIONS: (necessary qualifications to enter the job; not preferred or desirable qualifications)

- Bachelor’s degree in communications, journalism, English, public relations or a closely-related field or a closely-related field *and*
- Four (4) years of professional experience in public relations, journalism, communications or marketing or a closely-related field required; or an equivalent combination of education, training and/or experience necessary totaling eight (8) years, to successfully perform the essential functions of the work.

REQUIRED KNOWLEDGE

- Advanced knowledge of social media, print, electronic, radio/television, and other media used to distribute public information.
- Knowledge of principles, techniques, and objectives of public information.
- Knowledge of policies, procedures, and training.
- Knowledge of laws pertaining to the release of information and other data practices application and compliance requirements.
- Understanding of website development and maintenance.
- Knowledge of effective leadership and personnel practices.
- Knowledge of applied policy analysis methodologies, procedures and techniques.

QUALIFICATIONS, KNOWLEDGE, AND/OR EXPERIENCES PREFERRED

- Experience working with major media
- Experience working with school district communications
- Experience writing news releases, articles, plans, reports, advertising copy, and correspondence.
- Experience working with volunteers, youth service, and community service organizations.

SKILLS REQUIREMENTS – TRAINING & EXPERIENCE: (Skilled in)

- Excellent verbal/written, and technology-based communication and analytical skills, including, but not limited to newsletters, fact sheets, news releases, and other forms of publicity.
- Management, planning and organization, including project management skills.
- Produce written documents with clearly organized thoughts using proper sentence construction, punctuation, and grammar

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- Ability to work with diverse groups while establishing and maintain effective working relationships.
- Strong collaboration, team building and interpersonal skills.
- Competency working in a culturally diverse environment or the willingness to acquire these skills.
- Exhibits leadership qualities of adaptability, dependability, and accountability.
- Exhibits a service orientation.
- Skill in leading and facilitating meetings.
- Proficient use of Microsoft Office products, including Outlook, Word, Excel, and PowerPoint.

PHYSICAL REQUIREMENTS: (indicate according to the requirements of the essential duties/responsibilities)

Employee is required to:	Never	1-33% Occasionally	34-66% Frequently	66-100% Continuously
Stand		√		
Walk		√		
Sit			√	
Use hands dexterously (use fingers to handle, feel)			√	
Reach with hands and arms		√		
Climb or balance	√			
Stoop/kneel/crouch or crawl				
Talk and hear				√
Taste and smell	√			
Lift & Carry: Up to 10 lbs.		√		
Up to 25 lbs.	√			
Up to 50 lbs.	√			
Up to 100 lbs.	√			
More than 100 lbs.	√			

GENERAL ENVIRONMENTAL CONDITIONS:

Work is performed under normal office conditions and there are minimal environmental risks or disagreeable conditions associated with the work.

GENERAL PHYSICAL CONDITIONS:

Work can be generally characterized as:

Sedentary Work: Exerting up to ten (10) pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body.

Vision Requirements: (Check box if relevant)	YES	NO
No special vision requirements	√	
Close Vision (20 in. of less)		
Distance Vision (20 ft. of more)		
Color Vision		
Depth Perception		
Peripheral Vision		

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