

JOB DESCRIPTION

POSITION TITLE:	Strategic Communications Director
DEPARTMENT & PROGRAM:	Communications Office of the Superintendent
WORK YEAR:	12 months, 240 days
SALARY PLACEMENT:	Coordinator Scale
SUPERVISED BY:	Superintendent
ASSOCIATION:	Non-represented, Meet & Confer
FLSA STATUS:	Exempt

GENERAL DESCRIPTION OF THE POSITION:

The Communications Director will coordinate with and report to the Superintendent. The Communications Director is responsible for developing positive relationships and facilitating positive communications with all stakeholders and staff. The Communications Director will improve, plan, organize, and evaluate all internal, external and staff communication programs for CESD. The Communications Director is responsible for implementing manager and staff training, public and media relations, CESD branding, marketing and education programs.

ESSENTIAL FUNCTIONS:

1. Implements the CESD strategic communications plan aligned with CESD policies and goals
2. Acts as the primary liaison for CESD and the media, employees, school districts and community.
3. Provides strategic leadership to ensure that CESD's public policy agenda and communications strategy informs and aligns with CESD's strategic objectives including meeting the objectives of ESSA and the Student Success Act.
4. Represents the organization in external meetings and functions, providing strong leadership presence and effectiveness.
5. Drives a culture of success in alignment with the organizational mission, vision, and values.
6. Coaches, motivates, and recognizes staff.
7. Develops and oversees social media platforms and content to facilitate CESD branding and communication activities.
8. Provides prompt responses to requests for public information.
9. Provides marketing and publicity for all CESD programs and services. Works closely with departments to promote and publicize CESD innovations and entrepreneurial endeavors.
10. Conducts annual staff survey; assesses how CESD can improve in meeting the needs of its employees; assesses the effectiveness of various approaches in meeting agency's communication goals.
11. Coordinates emergency communications with superintendent, maintains protocols, and provides guidance for staff on using communications systems for emergency notifications.
12. Participates on the Superintendent's Cabinet and attends staff meetings as needed or requested.
13. Attends Board Meetings and reports regularly about news and partnerships that facilitate achieving the ESD Strategic Plan.
14. Oversee production and ensures accuracy of agency publications with the purpose of building transparency and trust, advancing the agency's goals, communicating values and engaging its diverse constituencies. These publications may include CESD's Local Service Plan and Annual Report, internal staff communications, internally focused and externally focused newsletters, general information materials, monthly board reports, communications with state and regional legislators and other publications as determined necessary.
15. Coordinates with and reports to the Business Director on all fiscal and budgetary matters for all communication, marketing, branding and printing activities; recommends and oversees communications budgets in alignment with strategic planning.
16. Ensures accuracy, timeliness, appropriateness and standardization of all CESD publications and materials.
17. Analyzes, drafts, and submits written comments during state administrative rulemaking on proposed rules that impact Oregon pre-k-12 Education, CESD, and partner school districts.
18. Develops and implements training and professional development for continuous improvement of CESD organizational communications, leadership, entrepreneurship and culture.
19. Manages and ensures continuous improvement of CESD website and content.
20. Works closely with the Superintendent to create content, develop communication channels and deliver persuasive advocacy messages to legislators and elected officials, including text, photos, videos or appropriate high impact medium.
21. Coordinates with and reports to other CESD Directors regarding the efficacy of departmental communications, including development of cultural and behavioral norms

22. Monitors and reports demographic and other trend data to position CESD for timely planning and response.
23. Performs other duties as assigned to support the success of CESD.

ADDITIONAL FUNCTIONS:

1. Follows and supports district and program values, policies, procedures and requirements
2. Works cooperatively and harmoniously with families, co-workers, supervisors, and community partners of diverse backgrounds
3. Maintains professional and technical knowledge by participating in professional development activities
4. Maintains regular communications including checking and replying to work email on a regular daily basis
5. Maintains regular and punctual attendance
6. Attends meetings, including after-business hours and off-site, as appropriate or needed.
7. Performs other duties as may be assigned
8. Works with staff and management to identify grant opportunities and create compelling narratives that result in successful awards.

ESSENTIAL COMPETENCIES:

1. **CULTURAL RESPONSIVENESS:** Actively demonstrates a commitment to supporting equity and inclusion, and serves as an advocate with colleagues, partners, and communities.
2. **ACCOUNTABILITY:** Takes responsibility and ownership for successfully accomplishing work and agency objectives, and delivering results. Sets high standards of shared performance for self and others.
3. **ACCURACY AND ATTENTION TO DETAIL:** Ensures work is thoughtfully completed, accurate, and error-free to the highest degree possible.
4. **PLANNING, ORGANIZATION, AND PRIORITIZATION:** Assesses the work to be performed and considers how it should be organized and accomplished, with appropriate priorities and realistic time parameters.
5. **RECORDKEEPING AND DOCUMENTATION:** Gathers, organizes, and maintains records, following confidential information and security protocols as needed. Accurately documents relevant/essential actions, processes, and practices.
6. **TEAMWORK:** Works collaboratively with others to achieve shared goals and make decisions.
7. **COMMUNICATION:** Maintains a high standard of written and verbal communication skills, and ability to present to diverse audiences, specifically racially, ethnically, and socioeconomically diverse communities.

MINIMUM QUALIFICATIONS:

1. Experience in education policy at the local, regional, state or federal level.
2. Thorough understanding of legislative, regulatory, political and governmental administrative processes and of public education and the mission of ESDs in Oregon.
3. Proficiency in collaborating in an environment with diverse individuals and group identities.
4. Excellent writing, editing, proofreading, layout, and design skills; proven ability to present concepts verbally and to produce accurate written/print materials for a variety of purposes for specific audiences.
5. Proven ability to develop community partnerships and maintain effective professional relationships with supervisors, staff, peers, politicians, related community organizations, and the general public.
6. Bachelor's degree in communications, marketing, public relations or a related field or equivalent experience.
7. Formal training and certification in communications design or a related field.
8. Ability to create accurate, powerful and consistent messaging.
9. Recent experience in public relations, communications, and electronic media.
10. Experience developing and managing electronic and print media.
11. Demonstrated ability to create and/or increase revenue streams.
12. Demonstrated ability to utilize multiple social media platforms.
13. Expertise in persuasive and motivational communication to tell a story and make the case and motivate an action.
14. Demonstrated skills in critical thinking and problem solving.
15. Demonstrated ability to exercise judgment, integrity, confidentiality, tact, and diplomacy.
16. Demonstrated ability to organize time and resources to perform multiple tasks.
17. Demonstrated ability to work well with others and to provide effective leadership.

WORKING CONDITIONS:

1. Travel required delivering services in multiple sites during day and week throughout the areas served by program
2. Work settings vary from ESD offices, ODE, schools, school districts and stakeholder locations
3. Travel modes can include the use of public transportation
4. Some evenings and weekends may be required for program events

EQUIPMENT USED:

1. Personal Vehicles

PHYSICAL JOB TASK REQUIREMENTS:

The physical requirements checked are essential to successfully performing the duties associated with this position.

- **Light work.** Light work involves lifting no more than 20 pounds at a time with frequent lifting or carrying of objects weighing up to 10 pounds. Even though the weight lifted may be very little, a job is in this category when it requires a good deal of walking or standing, or when it involves sitting most of the time with some pushing and pulling of arm or leg controls. To be considered capable of performing a full or wide range of light work, you must have the ability to do substantially all of these activities. If someone can do light work, we determine that he or she can also do sedentary work.

Never	Rare / Intermittent	Occasionally	Frequently	Continuously
Not At All	Less than 1 hour or 1- 5% per day	1 – 3 hours per day or 6 – 33% per day	3 – 6 hours per day or 34 – 66% per day	6 – 8 hours per day or 67 – 100% per day

Lifting (X = REQUIRED)									
01-30 lbs		Never		Rare	X	Occasionally		Frequently	Continuously
26-50 lbs		Never	X	Rare		Occasionally		Frequently	Continuously
> 50 lbs	X	Never		Rare		Occasionally		Frequently	Continuously

Employee may need to: (X = REQUIRED)									
Bend		Never		Rare		Occasionally	X	Frequently	Continuously
Climb	X	Never		Rare		Occasionally		Frequently	Continuously
Crawl	X	Never		Rare		Occasionally		Frequently	Continuously
Drive		Never		Rare		Occasionally	X	Frequently	Continuously
Kneel	X	Never		Rare		Occasionally		Frequently	Continuously
Reach (above shoulder)		Never		Rare	X	Occasionally		Frequently	Continuously
Reach (forward)		Never		Rare	X	Occasionally		Frequently	Continuously
Sit		Never		Rare		Occasionally		Frequently	X Continuously
Squat		Never	X	Rare		Occasionally		Frequently	Continuously
Stand		Never		Rare		Occasionally	X	Frequently	Continuously



Twist		Never	<input checked="" type="checkbox"/>	Rare		Occasionally		Frequently		Continuously
Walk		Never		Rare		Occasionally	<input checked="" type="checkbox"/>	Frequently		Continuously
Run	<input checked="" type="checkbox"/>	Never		Rare		Occasionally		Frequently		Continuously
Stairs		Never	<input checked="" type="checkbox"/>	Rare		Occasionally		Frequently		Continuously
Lying Down	<input checked="" type="checkbox"/>	Never		Rare		Occasionally		Frequently		Continuously
Hands may be used for: (X = REQUIRED)										
Grasping		Never	<input checked="" type="checkbox"/>	Rare		Occasionally		Frequently		Continuously
Pinching		Never	<input checked="" type="checkbox"/>	Rare		Occasionally		Frequently		Continuously
Finger Manipulation		Never	<input checked="" type="checkbox"/>	Rare		Occasionally		Frequently		Continuously
Wrists may be used for: (X = REQUIRED)										
Twisting/Turning		Never	<input checked="" type="checkbox"/>	Rare		Occasionally		Frequently		Continuously
Pushing/Pulling: (X = REQUIRED)										
01-30 lbs		Never		Rare	<input checked="" type="checkbox"/>	Occasionally		Frequently		Continuously
31-50 lbs		Never	<input checked="" type="checkbox"/>	Rare		Occasionally		Frequently		Continuously
> 50 lbs	<input checked="" type="checkbox"/>	Never		Rare		Occasionally		Frequently		Continuously
Carrying: (X = REQUIRED)										
01-30 lbs		Never		Rare	<input checked="" type="checkbox"/>	Occasionally		Frequently		Continuously
Description	Objects carried, for a maximum distance of 30 feet, include school supplies, teaching materials, and food items.									
31-50 lbs		Never	<input checked="" type="checkbox"/>	Rare		Occasionally		Frequently		Continuously
Description										
> 50 lbs	<input checked="" type="checkbox"/>	Never		Rare		Occasionally		Frequently		Continuously
Description										

Environment Exposures (X = REQUIRED)										
Chemical Contact	X	Never		Rare		Occasionally		Frequently		Continuously
Moving Objects	X	Never		Rare		Occasionally		Frequently		Continuously
Noise		Never	X	Rare		Occasionally		Frequently		Continuously
Safety Equipment		Never	X	Rare		Occasionally		Frequently		Continuously
Wetness	X	Never		Rare		Occasionally		Frequently		Continuously

MENTAL JOB TASK REQUIREMENTS:

The mental functions checked are essential to successfully performing the duties associated with this position.

X = Requirement | = Not Required

REASONING ABILITY:

- Routine, repetitive tasks with simple instructions
- Ability to follow detailed instructions that require few changes
- Ability to follow detailed procedures with several potential variables
- Problem solving ability and interpretation of events required for practical matters
- Ability to accurately interpret behaviors and nonverbal communication and act on decisions
- Logical or deductive thinking required frequently
- Creative, innovative solutions to job problems

CALCULATIONS:

- Simple copying, addition, counting, subtraction
- Ability to divide and multiply
- Understanding the metric system and conversions
- Fractions, decimals, and percentages
- Statistics, use of graphs
- Advanced mathematics
- Theoretical application of statistics and complex math

LANGUAGE:

- Ability to read and understand product labels, policies written at the 10th grade level, and ability to follow verbal or demonstrated instructions
- Ability to explain simple directions, copy data from one form to another
- Completes form letters or answers routine correspondence
- Composes correspondence independently
- Reads and interprets complex technical material
- Ability to speak and understand a second language
- Can prepare complex reports and documents as required
- Ability to speak with individuals and small groups in an articulate manner
- Ability to speak at meetings and before groups in an articulate manner using prepared materials and on a spontaneous basis

By signing below I indicate that:

1. I have been given the opportunity to thoroughly read the job description above,
2. I understand that I may request an accommodation to perform the essential functions of the positions, and
3. I can perform the essential functions of this position without an accommodation.

Print Name: _____

Signature: _____ Date _____

Clackamas Education Service District is proud to be an equal opportunity workplace. We respect and seek to empower each individual and support the diverse cultures, perspectives, skills and experiences within our workforce along with the students and families that we serve.