

Greater Albany Public Schools

Job Description

Director of Communications / Public Information Officer

Salary Level: Per negotiated agreement

Classification: Administrator

Reports to: Superintendent

Location: District-Wide

Work Calendar: 233 day



Desired Qualifications:

- Bilingual Spanish preferred but not required
- 3-5 Years of experience in similar work and/or work environment

The Communications Director will develop a comprehensive and cohesive communications plan to include:

- Leadership and Advocacy
- Demonstrated success working both independently and collaboratively; leveraging different strategies and interpersonal skills to move the work forward.
- Demonstrated ability to communicate effectively, both verbally and in writing, with the ability to foster positive working relationships.
- Communicate in all forms with a variety of audiences in a manner that gathers information appropriate to the task at hand, and accurately conveys district priorities.
- Diagnose strengths and weaknesses of our current communication systems.
- Represent the District in community-wide programs and efforts, serving on committees as appropriate.
- Support and build the capacity of schools by informing neighborhood community organizations and media outlets of activities, accomplishments and challenges facing their school communities.
- Assists administrators and other staff in their communication efforts and professional growth in best media practices.

System Development and Implementation

- Initiates and maintains effective liaisons between schools, District, and media.
- Oversee District-wide social media efforts, ensuring that the district has an appropriate presence on the most current social media platforms.
- Establish and maintain positive media relations (print and electronic, local, and industry outlets) through sustained professional contact that is consistently helpful, open, and credible.
- Plan and implement positive, proactive media strategies (e.g., press conferences, media briefings, press releases, fact sheet) that anticipate the information and other needs of GAPS constituents and the media.
- Serve as the focal point for implementing new channels of communication which involve new technology (mobile apps, RSS feeds, and podcasts) to communicate with citizens and officials.
- Develop marketing collateral to promote the district at community events, career fairs, school open houses, and other activities.
- Develop and implement short-term and long-range communication strategies for improving public understanding of the GAPS efforts to improve learning for all students and raising awareness of and gaining recognition for successful school and District program practices.
- Produce/edit clear, concise, "user friendly" documents (e.g., letters, press releases, columns, videos, fact sheets, flyers, blogs, etc.) and locate venues to communicate system-wide goals and priorities to varied GAPS stakeholders (e.g., school-based and central staff, parents, students, community, and business leaders).
- Collaborate with District curriculum, instruction, and technology leaders in supporting students and stakeholders as productive digital citizens.
- Serve as the focal point for Weather and Emergency Communications
- Attend Board and Budget Meetings to provide technical support

Professional Expectations

- Assure that all communications are ADA-Compliant.
- Collaborate on emergency communications, including use of auto-messaging systems. Models non-discriminatory practices in all activities.
- Participate in professional associations and read current research to keep abreast of developments in assigned areas of responsibility.
- Participates in workshops and staff development activities and applies learned knowledge to the job; accepts new challenges in a professional manner.
- Flexibility with irregular hours for evening and/or weekend events as needed.
- Supervises and evaluates assigned personnel.

Anti-Discrimination Policy and Commitment to Diversity:

We believe that diversity is strength, and we are committed to maintaining an inclusive, multicultural network. We are an equal-opportunity employer and welcome all qualified applicants.

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. Frequent or prolonged sitting. Crouching. Possibly moderate to high noise level. Frequent and prolonged talking/listening in conversations/meetings. Requires accurate perceiving of sound. Requires handling and working with a variety of materials and objects. Work may occasionally involve lifting/carrying objects weighing 10-30 pounds. Possible exposure to bodily fluids due to student injury or illness. Possible exposure to bodily harm due to student behaviors.

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. This position is primarily performed indoors in school buildings with outdoor instruction and supervision. This position involves working in close proximity to groups of children and adults. Evening and/or extended work hours are required. This position requires traveling to multiple work sites.

Note: This is not necessarily an exhaustive or all-inclusive list of responsibilities, skills, duties, requirements, efforts, functions or working conditions associated with the job. This job description is not a contract of employment or a promise or guarantee of any specific terms or conditions of employment. The school district may add to, modify or delete any aspect of this (or the position itself) at any time it deems advisable.

Employee Statement: I hereby certify that I possess the physical and mental ability to regularly attend work and fulfill the essential functions of the above position either with or without reasonable accommodations. If I require accommodation(s) in order to fulfill any or all of these essential functions I will inform the District prior to actually beginning work. I have read and understand this job description.

I have read and understand this job description.

Signature: _____ **Date:** _____