



**POSITION DESCRIPTION  
WACONIA PUBLIC SCHOOLS**

**SECTION I: GENERAL INFORMATION**

<b>Position Title:</b> Director of Communications and Community Relations	<b>Department:</b> Communications
<b>Immediate Supervisor's Position Title:</b> Superintendent	<b>FLSA Status:</b> Exempt
<b>Job Summary:</b>  Under the direction of the Superintendent, the Director of Communications and Community Relations is responsible for researching, planning, directing and executing a strategic communications and marketing plan that supports and compliments the goals, vision and mission of the school district and enhances the district's reputation. The Director of Communications ensures excellence and consistency in all publications, internal and external communications, public relations, marketing and branding efforts, and continuously works to strengthen community trust, confidence and partnership. Responsibilities include initiating activities designed to foster engagement between stakeholders and enrich the positive and collaborative culture of the school district.	

**SECTION II: ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Provides leadership for the development, management, implementation and evaluation of a comprehensive communications and community engagement strategy that supports achieving the goals, vision and mission outlined in the school district's strategic goals and enhances the district's image in the community.
- Plans, prepares and manages distribution of large audience communications such as the CommuniCat newsletter, annual reports to employees and community members, school calendar, back-to-school mailings, and regular electronic communications with employees, students, parents, and other stakeholders. Works closely with the superintendent, administrative team, faculty and staff to ensure that accurate and timely information is shared. Develops, creates and supervises production of multi-media presentations for special events.
- Serves as the school district liaison to the community by serving as the chief spokesperson with the media (broadcast, digital and print), area businesses, and other community organizations. Identifies opportunities for positive media coverage and develops press releases, publications, videos, social media sites, websites, and other communication avenues that promote the school district.
- Communicates current school news, special events, and human interest stories to all school district stakeholders using multiple communication formats.
- Provides leadership for the school district's electronic communications, social media and website formats.
- Consults with district and building administrators in the preparation, formatting and publication of reports and other school and department improvement plans. Anticipates emerging issues and concerns and assists in the development of appropriate communications (e.g., Messenger, email, website, newsletters).
- Assists the superintendent in developing and implementing major information campaigns for school district initiatives, elections or other events.
- Works to establish best practices for welcoming new families to the school district and in conducting exit interviews/surveys with families that leave the school district. Coordinates school district surveys and annual collections

of employee, student, parent, and community feedback.

- Develops, updates and communicates the school district’s crisis communications plan. Handles media relations and other communications during crisis situations.
- Works with District 110 Foundation to establish and maintain a comprehensive alumni database and network.
- Performs other duties of a comparable level or type, as required.
  - a) Attends training sessions, conferences, seminars, and serves on various district committees.
  - b) Researches and has an awareness of educational trends and innovations.
- Attends work regularly and punctually.

### SECTION III: WORK REQUIREMENTS AND CHARACTERISTICS

**EDUCATION/KNOWLEDGE REQUIREMENT: Minimum education required to perform adequately in position could reasonably be attained only by completing the following:**

<b>REQUIRED EDUCATION/TRAINING (choose one)</b>		<b>DEGREE INFORMATION: Type of degree: (B.S., M.A., etc.)</b>	
less than high school diploma		Bachelor’s Degree required. Master’s Degree preferred.	
High school diploma or GED.		<b>Major field of study or degree emphasis:</b>	
1 year college		Communications, Public Relations, Journalism, Marketing or related area.	
3 years college	x	2 years college	
		4 years college	
1st year graduate level		<b>Essential knowledge and specialized subject knowledge required to perform the essential functions of the job:</b>	
2nd year graduate level		<ul style="list-style-type: none"> <li>• Knowledge and reasoning ability to make judgments on the appropriate method(s) to communicate a variety of school district issues and/or news stories.</li> <li>• Knowledge and ability to utilize social media marketing and technology to communicate with a diverse group of district stakeholders.</li> <li>• Knowledge and ability to read and interpret complex school finance reports, assessment data, and a variety of other educational issues.</li> <li>• Knowledge of Minnesota Government Data Practices Act and other federal and state laws that govern student and employee privacy.</li> <li>• Knowledge of graphic design, desktop publishing, hardware and software applications, social media platforms, video production, web design as necessary to produce substantive and appealing information.</li> <li>• Knowledge of basic math and ability to read and interpret graphs and statistics.</li> <li>• Knowledge of district board policies and administrative procedures.</li> <li>• Knowledge of and proficiency in Microsoft Office, Google docs, Adobe Acrobat, and other advanced computer skills necessary for the position.</li> </ul>	
Doctorate level			

**Required Work Experience in Addition to Formal Education/Training:**

Minimum of five (5) years of directly-related experience is required. Previous school or public sector experience preferred.

**LICENSE/  
CERTIFICATION**

**Identify licenses/certification required upon hiring:** Identify licenses/certification required upon hiring: Valid driver's license or evidence of equivalent mobility.

**ESSENTIAL SKILLS  
REQUIRED TO  
PERFORM THE  
WORK****Skilled in:**

- Building effective, collaborative relationship with school district administration, school board, employees and community.
- Communicating clearly and concisely, both orally and in writing.
- Presenting complex concepts in an understandable and appropriate manner.
- Using judgment and discretion in handling problems and issues in accordance with the policies and procedures of the district.
- Prioritizing, organizing, and managing time and project activities.
- Establishing and maintaining professional and courteous working relationships with staff, colleagues, students, parents, and the community.
- Leading the planning and execution of communications, marketing and public relation efforts.
- Planning, organizing and overseeing communication and community relations projects and events.
- Advising district administration and others concerning best practices in communications.
- Providing human relation, presentational and communication skills needed to effectively interact with all stakeholders.
- Using photography and videography to effectively communicate with stakeholders.
- Developing and managing financial budgets.

**RESPONSIBILITY FOR DIRECT SUPERVISION OF THE FOLLOWING POSITIONS**

Titles of Positions Directly Supervised	# of Employees
<b>TOTAL</b>	0

**INDIRECT SUPERVISION:**

<b>Number of employees indirectly supervised:</b>	<b>Total:</b>  0
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**HAZARDOUS WORKING CONDITIONS:** *The essential duties of the work are performed under various physical hazards or environmental conditions noted.*

**Unusual or hazardous working conditions related to performance of duties:**

This is an administrative position performing job duties and assignments in a typical district office environment where there are a minimum of environmental hazards and risks associated with performing the job.

<b>PHYSICAL JOB REQUIREMENTS: Indicate according to essential duties/responsibilities</b>				
<b>Employee is required to:</b>	<b>Never</b>	<b>1-33% Occasionally</b>	<b>34-66% Frequently</b>	<b>66-100% Continuously</b>
<b>Stand</b>		x		
<b>Walk</b>		x		
<b>Sit</b>				x
<b>Use hands dexterously (use fingers to handle, feel)</b>				x
<b>Reach with hands and arms</b>			x	
<b>Climb or balance</b>	x			
<b>Stoop/kneel/crouch or crawl</b>		x		
<b>Talk or hear</b>				x
<b>Taste or smell</b>	x			
<b>Physical (Lift &amp; carry): up to 10 pounds</b>			x	
<b>up to 25 pounds</b>		x		
<b>up to 50 pounds</b>	x			
<b>up to 75 pounds</b>	x			
<b>up to 100 pounds</b>	x			
<b>more than 100 pounds</b>	x			

**PHYSICAL JOB REQUIREMENTS: Indicate according to essential duties/responsibilities**

**Physical requirements associated with the position can be best summarized as follows:**

**Light Physical Work:**  
Exerting up to 25 pounds of force occasionally, and/or up to 10 pounds of force frequently, and/or negligible amount of force constantly to lift, carry, push, pull or otherwise move objects in the performance of the job.

Work will sometimes require long hours and evening and weekend events.

