



Board of Education of the City of St. Louis
CAREER OPPORTUNITY

<i>Position Title:</i>	Director of Communications
<i>Payroll/Personnel Type:</i>	12 Months
<i>Reports to:</i>	Assistant Superintendent for Institutional Relations

Position Summary:

Experienced communicator who can create and implement programs that help the district establish effective relationships with key stakeholder groups, including parents, elected officials, community leaders, employees and the general public. Compelling writer and spokesperson who can communicate the schools' achievements, policies and challenges through a variety of channels, including the news media, printed materials, video, online communications and direct communications

Essential Functions:

- Creates and implements annual and quarterly communications plans that focus on and support the district's greatest needs and priorities.
- Develops messages and regularly identifies fresh story ideas that form the cornerstone of the district's communications program.
- Provides communications counsel to the superintendent and district administrators.
- Prepares and delivers regular reports designed to keep the school administration and board informed about the district's communications outreach.
- Establishes measures to gauge the effectiveness of communications programs.
- Functions as first point of contact for all requests for information from reporters.
- Establishes effective working relationships with print and broadcast reports by understanding and responding to their information needs in a timely, effective way.
- Serve as a backup for the primary news media spokesperson (Assistant Superintendent for Institutional Relations).
- Identifies and prepares other district personnel (administrators and teachers, for example), to serve as media spokespersons on an as-needed basis.
- Identifies and works with reports to place news stories and features that educate the public on the achievements, policies and challenges facing the St. Louis Public Schools.
- Organizes news briefings, editorial briefings and news conferences as needed.
- Identifies leaders, influential citizens and groups throughout the community with which the district should have regular dialogue, and creates communications programs and tools to keep them informed and to solicit their ideas.
- Creates forums and vehicles for seeking and responding to the general public's questions, ideas and comments about the district's mission, performance and operations.
- Represents the district through memberships and active participation in key community groups.
- Provide counsel to the district management team on employee communications strategies and tactics.
- Provides messages and materials that administration can use at the local level in their direct and face-to-face communications with employees.



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- Produces publications, online communications and meeting scripts to keep employees informed about district operations, achievements and policies.
- Writes and oversees production of materials that are the essential tools of the communications program, including but not limited to:
 1. News releases and statements
 2. Brochures and publications
 3. Presentations and speeches
 4. Communications reports and scripts
 5. Speeches
 6. Online communications
- Responsible for strategy and content of the district's web site.
- Performs other duties as assigned.

Experience:

- Minimum of eight years experience in journalism and/or public relations

Education:

- Bachelor's Degree in a communications related field – such as journalism, communications, public relations, or English or equivalent experience

Knowledge, Skills, and Abilities:

- Proven ability to work successfully with the news media
- Ability to think strategically and creatively
- Ability to work effectively and confidently under deadline pressure and in crisis situations
- Excellent news and feature writing skills that can be adapted to diverse channels, including print, video and electronic communications
- Excellent presentation and public speaking skills
- Ability to build rapport and establish relationships with a broad spectrum of internal and external audiences
- Close attention to detail and discipline in implementing and reporting on communications programs

Physical Requirements:

- Must be physically able to operate a motor vehicle
- Must be able to exert up to 10 pounds of force occasionally, and/or a negligible amount of force constantly to lift, carry, push, and pull or otherwise move objects, including the human body
- Light Work usually requires walking or standing to a significant degree

Working Conditions and Environment:

- Work is routinely performed in a typical interior/office environment
- Very limited or no exposure to physical risk



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Disclaimer:

The information contained in this job description is for compliance with the Americans with Disabilities Act (ADA) and is not an exhaustive list of the duties performed for this position. Additional duties are performed by the individuals currently holding this position and additional duties may be assigned.

Review/Approvals:

Employee Date

Immediate Supervisor

Date

Human Resources

Date

In connection with hiring for this position the district shall not discriminate against any employee or applicant for employment because of race, religion, color, sex, sexual orientation, age, disability, veteran status or national origin.