

**CLARKSVILLE-MONTGOMERY COUNTY SCHOOL SYSTEM
CLARKSVILLE, TENNESSEE
JOB DESCRIPTION**

Job Title: Director of Communications
& Marketing

Department: Central Office

Grade: 499

Date Reviewed: May 2020

Reports To: Chief Communications Officer

Purpose of Job

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The purpose of this job is to provide support to the Chief Communications Officer in meeting the school system's needs for strategic planning, stakeholder engagement, marketing and public/media relations.

Essential Duties and Responsibilities

The following duties are normal for this job. These are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned.

Develop, implement, and refine marketing strategies to communicate messages for the Clarksville-Montgomery County School System, locally, regionally, and nationally.

Support the Executive Director of the CMC Education Foundation with developing and implementing marketing plans to promote the Foundation and increase the donor base.

Supervise the Communications Department Creative Team and organize, schedule, proof, edit, and manage functions of the team (photography, videography, graphic design, copy services, etc.)

Compose and edit correspondence, media messages, articles, press releases, announcements, presentations, and other oral/written communications to promote student, employee, and district achievements.

Maintain common editorial and graphic standards across district communications and marketing collateral for branding reputation and integrity.

Disseminate information to the media, public, and district employees as assigned.

Develop communication plans for district programs and initiatives.

Train, support and coach colleagues on communications best practices.

Use research to develop, implement and measure communications and marketing strategies.

Stay abreast of current trends in digital/social media marketing and communications techniques to engage new and current stakeholders.

Maintain a strong district presence on social media through a strategic content management process.

Provide training and support for staff who maintain school and department-level social media accounts.

Ensure the district website is maintained and continuously improved to meet stakeholders' needs.

Develop and maintain a content management process for the district website.

In collaboration with the Technology Department, provide training and support for staff who maintain school and department-level websites or webpages.

Establish, nurture, and maintain positive external relationships with individuals, businesses, and community-based organizations that support the district's strategic work and goals.

Coordinate recognition programs for schools, departments and the district (Point of Pride, employee recognition initiatives, etc.).

Establish, nurture, and maintain positive relationships with internal stakeholders.

In collaboration with the Director of Continuous Improvement, develop and maintain a high level of awareness of the needs of the district through regular assessment and evaluation of relative needs.

Serve as a liaison between the Communications Department and Instruction and Curriculum Department, planning and supporting initiatives to promote and communicate curriculum and instruction resources and needs throughout the community.

Promote and involve the school system through speaking engagements and interviews and in activities such as Leadership Clarksville, Riverfest, etc.

Coordinate publicity for special school events and recognitions.

When designated, serve as communications liaison between the media and the district, preparing and distributing news releases, arranging media interviews and conferences, and responding to requests for information.

In the absence of the CCO or as designated, serve as the Public Information Officer (PIO) for the district.

Additional Job Functions:

Performs other duties as required.

Minimum training and Experience Required to Perform Essential Job Functions

Minimum of Bachelor's degree in education, public relations, communications, journalism, marketing or a related field. Master's or advanced degree preferred. Two to five years of related experience in public relations, communications, marketing, technology, educational leadership, and/or media work. Previous experience working with public schools is preferable. Excellent verbal, written, and interpersonal communication skills. Proficiency with current technology for performance of duties; including working knowledge of graphic design, videography, website development, photography editing, presentation, publication, and print software. Excellent analytical, creative, critical thinking and judgment skills.

Knowledge of Job

Has general knowledge of the policies, procedures, and activities of the School System and communications and marketing best practices as they pertain to the performance of duties relating to the job of Director of Communications and Marketing. Has general knowledge of graphics practices as necessary in the completion of daily responsibilities. Knows how to develop and administer operations and staff plans and objectives for the expedience and effectiveness of specific duties of the department. Knows how to keep abreast of any changes in policy, methods, computer operations, equipment needs, etc. as they pertain to department operations and activities. Is able to effectively communicate and interact with supervisors, members of the general public and all other groups involved in the activities of the department. Is able to assemble information and make written reports and documents in a concise, clear and effective manner. Has good organizational, human relations, and technical skills. Is able to use independent judgment and work with little direct supervision when necessary. Has the ability to comprehend, interpret, and apply regulations, procedures and related information. Has comprehensive knowledge of the terminology, principles, and methods utilized within the department. Has the mathematical ability to handle required calculations. Is familiar with a variety of the field's concepts, practices, and procedures and various computer software programs used in graphic layout and design.

(ADA) MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS

PHYSICAL REQUIREMENTS: Must be physically able to operate a variety of automated office machines which includes various copy machines and related equipment, facsimile machine, calculator, telephone, etc. Must be able to use body members to work, move or carry objects or materials. Must be able to exert up to one hundred pounds of force occasionally, and/or up to fifty pounds of force frequently. Physical demand requirements are at levels of those for active work. Must be able to stand for long periods of time and tolerate high noise levels.

DATA CONCEPTION: Requires the ability to compare and or judge the readily observable functional, technical, structural, or compositional characteristics (whether similar to or divergent from obvious standards) of data, people, or things.

INTERPERSONAL COMMUNICATION: Requires the ability of speaking and/or signaling people to convey or exchange technical/administrative information. Includes giving assignments and/or directions to co-workers or assistants. Must be able to communicate instructions to individuals possessing varying degrees of computer knowledge.

LANGUAGE ABILITY: Requires the ability to read a variety of informational documentation, directions, instructions, and methods and procedures related to Child Nutrition operations. Requires the ability to write reports with proper format, punctuation, spelling and grammar, using all parts of speech. Requires the ability to speak with and before others with poise, voice control, and confidence using correct English and a well-modulated voice.

INTERPERSONAL COMMUNICATION: Requires the ability of speaking and/or signaling people to convey or exchange administrative information. Includes giving assignments and/or directions to co-workers or assistants.

LANGUAGE ABILITY: Requires the ability to read a variety of informational documentation, directions, instructions, and methods and procedures related to the job of Director of Community Relations & Continuous Improvement Requires the ability to write reports with proper format, punctuation, spelling and grammar, using all parts of speech. Requires the ability to speak with and before others with poise, voice control, and confidence using correct English and a well-modulated voice.

INTELLIGENCE: Requires the ability to learn and understand basic to relatively complex principles and techniques; to make independent judgments in absence of supervision; to acquire knowledge of topics related to the job of Director of Community Relations & Continuous Improvement.

VERBAL APTITUDE: Requires the ability to record and deliver information to supervisors and officials; to explain procedures and policies; and to follow verbal and written instructions, guidelines and objectives.

NUMERICAL APTITUDE: Requires the ability to utilize mathematical formulas; add and subtract totals; multiply and divide; determine percentages; determine time and weight; and utilize statistical inference.

FORM/SPATIAL APTITUDE: Requires the ability to inspect items for proper length, width, and shape, visually with equipment.

MOTOR COORDINATION: Requires the ability to coordinate hands and eyes in using automated office equipment.

MANUAL DEXTERITY: Requires the ability to handle a variety of items, office equipment,

control knobs, switches, etc. Must have the ability to use one hand for twisting or turning motion while coordinating other hand with different activities. Must have average levels of eye/hand/foot coordination.

COLOR DISCRIMINATION: Requires the ability to differentiate colors and shades of color.

INTERPERSONAL TEMPERAMENT: Requires the ability to deal with people (i.e. staff, supervisors, general public, and officials) beyond giving and receiving instructions such as in interpreting departmental policies and procedures. Must be adaptable to performing under minimal stress when confronted with an emergency related to the job of Director of Community Relations & Continuous Improvement.

PHYSICAL COMMUNICATION: Requires the ability to talk and/or hear: (talking - expressing or exchanging ideas by means of spoken words). (Hearing - perceiving nature of sounds by ear).

ATTENDANCE: A regular and dependable level of attendance is an essential function for this position.

The Clarksville-Montgomery County School System is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the school system may provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer. Signatures below indicate the receipt and review of this job description by the employee assigned to the job and the immediate supervisor.

Employee's Signature

Supervisor's Signature

Date

Date