

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

**Job Title:** Director of Communications  
& Marketing

**Department:** Communications

**Grade:** 500

**Calendar:** 12 Month

**Date Reviewed:** September 2024

**Reports To:** Chief Communications Officer

**Purpose of Job**

The purpose of this job is to plan and oversee communication and marketing strategies that promote the people and programs of the Clarksville-Montgomery County School System, while providing support to the Chief Communications Officer in meeting the school system's needs for strategic planning, stakeholder engagement, 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.
- Develop and maintain a communication strategy aligned with, and in support of, the district's strategic plan.
- Measure the success of communications and marketing efforts and ensure continuous improvement of the District's communications and marketing strategies to align with stakeholder needs, the latest trends and best practices, and use of the latest tools and technologies. Determine the need for adaptation and course correction, when necessary.
- Stay abreast of current trends in digital/social media marketing and communications techniques to engage new and current stakeholders.
- 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.)
- Oversee the consistency of attention, consideration, and time spent sharing the stories of internal stakeholders.
- Motivate and engage the Creative Team through professional development opportunities and a strong team culture.
- Compose and edit correspondence, media messages, articles, press releases, announcements, presentations, and other oral/written communications to promote student, employee, and district achievements.

- Ensure consistent editorial and graphic standards across district communications and marketing collateral with a focus on branding reputation and integrity. Advise department-level communicators on internal and external communication strategies.
- 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.
- 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. Determine potential needs of internal stakeholders and evaluate satisfaction with communication efforts.
- 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.
- In collaboration with the CCO, act 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.
- Work in synergy with the CCO and senior-level leaders to manage crisis response initiatives, develop a response strategy and execute accordingly, and maintain crisis communications plans and protocols.
- In the absence of the CCO or as designated, act 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 strongly preferred. Five to ten 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.

**MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS****REQUIRED SKILLS, ABILITIES AND PHYSICAL REQUIREMENTS:**

- Must be able to do occasional lifting, carrying, pushing and/or pulling of up to 40 pounds, standing, sitting, walking, bending, stooping or kneeling;
- Must be able to traverse school facility;
- Must have significant fine finger dexterity;
- Must be able to operate standard office equipment including pertinent and required software applications;
- Must possess excellent language skills (verbal and written) requiring the ability to read informational documentation, directions, instructions, policies and procedures related to this job, requiring the ability to give assignments and/or directions to co-workers, assistants, supervisors, students and parents/guardians, requiring the ability to deliver verbal and written communications in English language;
- Must possess excellent interpersonal skills with ability to interact with people (staff, supervisors, parents/guardians, students) and maintain professionalism and tact in all situations, including emergent ones, must be able to maintain constructive relationships;
- Must possess excellent organizational skills and attention to detail;
- Must be able to perform multiple, highly complex, technical tasks with periodic need to enhance skills in order to meet changing job conditions.
- Must be able to apply assessment instruments and analyze data and possess problem-solving skills.
- Must be able to make independent judgments in absence of supervision.

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

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

**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.

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**Employee's Signature**

**Employee's Munis Number**

**Date**