

EMPLOYEE NAME: \_\_\_\_\_

### JOB DESCRIPTION

<b>POSITION TITLE:</b> Director of Public Relations	<b>JOB CODE:</b> 488R
<b>DIVISION:</b> Strategy and Accountability	<b>SALARY SCHEDULE:</b> Professional/Supervisory Support
<b>DEPARTMENT:</b> Communications	<b>WORK DAYS:</b> 238
<b>REPORTS TO:</b> Senior Executive Director of Communications	<b>PAY GRADE:</b> NK01
<b>FLSA:</b> Exempt	<b>PAY FREQUENCY:</b> Monthly
<p><b>PRIMARY FUNCTION:</b> Directs the district's communications in relation to news, media, sports, and events so it aligns with the school district's mission, goals, and priorities. This position supervises public relations staff, builds proactive relationships with media outlets, develops and distributes strategic content, and serves as a key advisor during crisis communications and high-profile initiatives. Ensures consistent messaging across platforms, maintaining informative messaging to stakeholders, promoting the district's mission through clear, accurate, and engaging communication with the community.</p>	

**REQUIREMENTS:**

1.	Educational Level: Bachelor's degree in Communications, Public Relations, Journalism, Marketing, or a related field required
2.	Certification/License Required: None
3.	Experience: Minimum of 7-10 years of professional communications or public/media relations experience, including leadership roles. Experience supporting communications in the education sector or a government agency is strongly preferred.
4.	Physical Activities: Routine physical activities that are required to fulfill job responsibilities
5.	Knowledge, Skills, & Abilities: Excellent written and oral communication skills; proven ability to lead communications or PR teams in complex environments; strategic thinker and effective storyteller with strong writing, editing, and project management abilities; experience managing media campaigns, crisis communications, and working with a wide range of media organizations (e.g. sports, entertainment, and news outlets); skilled in using digital communications tools, including social media, content management systems, and media monitoring platforms; strong interpersonal, organizational, and team collaboration skills; ability to exercise discretion, diplomacy, and sound judgment; familiarity with K-12 education operations and stakeholder needs.

***The Board of Education and the Superintendent may accept alternatives to some of the above requirements.***

**ESSENTIAL DUTIES:**

1.	Demonstrates prompt and regular attendance.
2.	Leads the district's public and media relations strategy, emphasizing proactive storytelling, crisiscommunications, and alignment with district goals.

3.	Supervises and manages public relations staff, ensuring consistent messaging and high-quality content across platforms.
4.	Develops and implements crisis communication plans in coordination with district leadership and supports real-time emergency communications as needed.
5.	Ensures quality control, accuracy, and consistency of official district public communications and press materials.
6.	Serves as a key advisor to district leadership on communications-related issues, including media and public response strategies.
7.	Identifies, prepares, and supports spokespeople and subject matter experts for effective external communication and media engagement.
8.	Oversees media relations efforts, ensuring the development of strong media relationships and the production of accurate, timely press materials and messaging.
9.	Collaborates across departments to ensure messaging consistency and promote district achievements, initiatives, and community engagement.
10.	Performs other duties as assigned by appropriate administrator.

Signature of Employee \_\_\_\_\_ Date \_\_\_\_\_

Signature of Supervisor \_\_\_\_\_ Date \_\_\_\_\_