



## Job Description

Job Title:	<b>Communications Manager</b>	Job Code:	<b>3106</b>
Job Family:	<b>Non-Certified</b>	FLSA Status:	<b>Exempt</b>
Pay Program:	<b>Administrative</b>	Pay Range:	<b>L 10</b>
Prepared/Revised Date:	<b>February 2018</b>	Work Year:	<b>12 months</b>

**SUMMARY:** Direct, develop, implement and evaluate comprehensive communications projects and initiatives. Provide communications advice and counsel to district and school leadership. Direct and supervise assigned staff and functions.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:** *To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

Job Tasks Descriptions	Frequency	% of Time
1. Direct, develop, implement and evaluate comprehensive communications projects and initiatives. Research and analyze environmental and social issues to develop effective communications strategies. Through two-way communication, build consensus across broad and diverse groups, and garner support for student learning and achievement throughout the district.	D	25%
2. Provide strategic leadership in media relations and crisis communications. Direct training for district leadership and staff in support of communicating the district's key messages. At the discretion of the Director of Communications, serve as spokesperson for the district. Serve on the district's crisis response team for media and community relations. Interpret educational issues and positions to a variety of local and national media, and the public.	D	20%
3. Provide communications advice and counsel to district and school leadership.	W	17%
4. Direct the strategic development, production, writing and editing of various district print and electronic publications. Apply tactical knowledge to improve communications strategies that are understood by broad audiences.	D	15%
5. Direct and supervise assigned staff and functions. Evaluate job performance of assigned staff to ensure effectiveness. Delegate duties, responsibilities and functions effectively.	D	10%
6. Respond to inquiries from key opinion leaders, parents, community groups, businesses and others for information about the district.	W	6%
7. Attend meetings of the Board of Education, district-wide meetings/events, school based meetings/events and community meetings/events to gather and disseminate information about the district.	W	3%
8. Serve as back-up for the Director of Communications.	D	2%
9. Performs other duties as assigned.	Ongoing	2%
TOTAL		100%

**EDUCATION AND RELATED WORK EXPERIENCE:**

- Bachelors degree in journalism, communications, marketing or related field.
- Accreditation in public relations by national professional association preferred.
- Minimum five years experience in public relations, communications, marketing, journalism or related field.

**TECHNICAL SKILLS, KNOWLEDGE & ABILITIES:**

- Demonstrated success in the research, development, implementation and evaluation of strategic communication plans.
- Ability to develop strong communication strategies that create a better understanding of and support for the district. Effectively implement the tactics that support the organization's communication strategies.

- Excellent verbal and written communication skills, including public speaking and news interview abilities.
- Competence, experience and knowledge of media relations practices.
- Excellent analytical and research skills.
- Ability to meet strict deadlines.
- Commitment of time outside the regular workday schedule to meet necessary deadlines, provide advice and counsel to district administration, complete current job assignments and maintain customer satisfaction.
- Ability to demonstrate consistent work ethic and respect necessary to maintain a cooperative and cohesive work environment.
- Ability to maintain regular attendance.
- Ability to exhibit and maintain a professional manner at all times.
- Ability to manage one's own work as well as directing the work of others, balancing multiple concurrent assignments.
- Ability to quickly understand global concepts, prioritize and make sound decisions about where to apply resources.
- Computer literate.
- Capable of working effectively and cooperatively with people from diverse ethnic and educational backgrounds.
- Ability to stay abreast of professional practices in the field of communications and public relations through participation in professional organizations such as the Colorado School Public Relations Association, National School Public Relations Association, the Colorado chapter of the Public Relations Society of America, the International Association of Business Communications, etc.

**LICENSES, REGISTRATIONS or CERTIFICATIONS:**

- Current Colorado drivers license.

**MATERIALS AND EQUIPMENT OPERATING KNOWLEDGE:**

- Normal office equipment such as personal computer, printer, copier, fax, phone system, e-mail.

**REPORTING RELATIONSHIPS & DIRECTION/GUIDANCE:**

	<b>POSITION TITLE</b>	<b>JOB CODE</b>
<b>Reports to:</b>	Director of Communications	

  

	<b>POSITION TITLE</b>	<b># of EMPLOYEES</b>	<b>JOB CODE</b>
<b>Direct reports:</b>	Marketing Technician	1	
	Web Developer	1	

**OTHER:**

Position is required to be on-call for crisis communications. This person is required to have a cell phone and respond within an appropriate amount of time. Must have transportation to be able to go to and immediately respond to media situations at any district site.

**PHYSICAL REQUIREMENTS & WORKING CONDITIONS:** *The physical demands, work environment factors and mental functions described below are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

<b>PHYSICAL ACTIVITIES:</b>	<b>Amount of Time</b>			
	<b>None</b>	<b>Under 1/3</b>	<b>1/3 to 2/3</b>	<b>Over 2/3</b>
Stand		X		
Walk		X		
Sit			X	
Use hands to finger, handle or feed				X
Reach with hands and arms			X	
Climb or balance	X			
Stoop, kneel, crouch, or crawl	X			
Talk			X	
Hear			X	
Taste	X			
Smell	X			

<b>WEIGHT and FORCE DEMANDS:</b>	<b>Amount of Time</b>			
	<b>None</b>	<b>Under 1/3</b>	<b>1/3 to 2/3</b>	<b>Over 2/3</b>
Up to 10 pounds			X	
Up to 25 pounds			X	
Up to 50 pounds		X		
Up to 100 pounds	X			

More than 100 pounds	X			
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MENTAL FUNCTIONS:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Compare			X	
Analyze			X	
Communicate				X
Copy		X		
Coordinate				X
Instruct		X		
Compute		X		
Synthesize				X
Evaluate			X	
Interpersonal Skills				X
Compile			X	
Negotiate	X			

WORK ENVIRONMENT:	Amount of Time			
	None	Under 1/3	1/3 to 2/3	Over 2/3
Wet or humid conditions (non-weather)	X			
Work near moving mechanical parts	X			
Work in high, precarious places	X			
Fumes or airborne particles	X			
Toxic or caustic chemicals	X			
Outdoor weather conditions		X		
Extreme cold (non-weather)	X			
Extreme heat (non-weather)	X			
Risk of electrical shock	X			
Work with explosives	X			
Risk of radiation	X			
Vibration	X			

VISION DEMANDS:	Required
No special vision requirements.	
Close vision (clear vision at 20 inches or less)	X
Distance vision (clear vision at 20 feet or more)	X
Color vision (ability to identify and distinguish colors)	X
Peripheral vision	
Depth perception	
Ability to adjust focus	X

NOISE LEVEL:	Exposure Level
Very quiet	
Quiet	
Moderate	X
Loud	
Very Loud	