

South Fayette School District

3680 Old Oakdale Road

McDonald, Pennsylvania 15057

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www.southfayette.org

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Job Description

TITLE: Director of Communications

REPORTS TO: District Superintendent

RESPONSIBLE FOR: Districtwide Public Relations Program

JOB GOAL:

- The Director of Communications is responsible for providing comprehensive communications, media and public relations services and support to the District and its schools.
- The Director of Communications also serves as the District's spokesperson and is responsible for coordinating internal and external communications throughout the District and to the media and community at large.

QUALIFICATIONS:

1. Bachelor or Master's degree in public relations, journalism or communications is required.
2. Demonstrated experience working with the public and media.
3. Prior experience handling public relations for a school district is preferred, but not required.
4. Active participation or membership in organization(s) dedicated to professional development in the fields of public relations and media industry trends.

PERFORMANCE RESPONSIBILITIES

1. Serve as the information liaison between the South Fayette Township School District and the community at large and various community, business, foundation, higher education and organizations.
2. Serve as the District's spokesperson with regard to matters of public concern.
3. Provide opportunities for the District to engage with vested partners in meaningful ways.
4. Seek feedback and input from vested partners as necessary.

5. Field and respond to media inquiries.
6. Set annual objectives for and evaluate the District's community relations program.
7. Set, plan and budget for the Communications Department on an annual basis.
8. Prepare, write and supervise the production and distribution of news releases relating to District events and activities.
9. Work with the District's administrators and other staff members in publicizing and promoting performances, exhibitions, events or special programs sponsored by the schools and open to the public.
10. Provide professional public relations counsel and assistance to the administration, schools, parent groups and student groups.
11. Produce district e-newsletter.
12. Assist in the creation, review, and distribution of district publications, including the School Calendar.
13. Create, review, edit and post district information on social media, including Facebook, Twitter and Instagram.
14. Recommend innovative avenues of communication for external and internal audiences.
15. Manage the district website, building websites adhering to current ADA components and legal requirements, and related staff and third-party contract vendors providing web design, development and/or content management services for such websites.
16. Develop content and protocols for all district communication vehicles, including website, intranet and other web sites related to or affiliated with the school district.
17. Utilize search engine optimization (SEO) and various analytics to make data-based decisions.
18. Expedite responses to inquiries and complaints received by the department from citizens, news media and school personnel.
19. Create recognition programs for employees and students.
20. Work with the District's administrators and staff, as needed, to support crisis management planning and implementation.
21. Maintain an effective working relationship with professional and support staff, administration, students, parents and community groups.
22. Work with school webmasters and staff to oversee the posting of content on the district and school websites.
23. Ability to read, analyze, and interpret professional journals, technical procedures, or governmental regulations.
24. Ability to write reports, business correspondence and procedure manuals.
25. Ability to effectively present information.
26. Proficient with personal computer programs and social media applications. Creating and producing images and video for the purpose of promoting district initiatives on all media platforms.
27. Demonstrated ability to solve problems and deal with a variety of variables.
28. Ability to apply knowledge of current research and theory in the area of communications and public relations.
29. Ability to establish and maintain effective working relationships with students, staff, the media and the community.
30. Ability to communicate clearly, concisely and effectively in both oral and written form.

31. Ability to meet multiple deadlines and perform duties in compliance with all District policies and procedures.
32. Regular and timely attendance.
33. The position must maintain the highest degree of confidentiality and ethical behavior at all times. Knowledge of and compliance with requirements of the Family Educational Rights and Privacy Act (FERPA) required.
34. Maintain accurate and complete records, as required by law, and ensure that all activities comply with Board policies, rules and guidelines and all administrative requirements.
35. Other duties as assigned by the Superintendent or his/her respective designees.

PHYSICAL DEMANDS:

The physical demands 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 qualified individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee regularly will sit, walk and stand. Specific vision abilities required by this job include close vision.

WORK ENVIRONMENT:

The work environment characteristics described below are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.

The noise level in the work environment is occasionally quiet to moderate. The employee is frequently required to interact with the public and other staff. The employee is directly responsible for the safety and well-being of students.

The information contained in this position description is for compliance with the American with Disabilities Act (ADA). This position description does not contain an exhaustive list of the duties performed by this position. Additional duties may be assigned.

TERMS OF EMPLOYMENT:

Twelve-month year, full-time, work schedule and other conditions of employment are to be in accordance with the South Fayette School District salary schedule and applicable policies; Salary will be commensurate with experience.

EVALUATIONS:

Performance of this job will be evaluated in accordance with provisions of the applicable procedures of the South Fayette School District.