

## **School to Home Communications Officer**

### **Definition**

Oversee all District communication functions, implementing effective internal and external communications. Work collaboratively with the Superintendent on school/community relations. Demonstrate effective oral and written communication skills as the District spokesperson for local, state, and national print, and broadcast media. Work with the administrative team to maintain consistency between Board Policies and current legislation.

### **Essential Duties**

Responsibilities and duties include, but are not limited to the following:

1. Represent the District as the spokesperson to the community and media;
  - a. serve as a liaison, between the media and the District and arrange press coverage for school or department events;
  - b. prepare and send news releases to media;
2. Attend board meetings as the media resource person.
  - a. Prepare board meeting notes and assist Superintendent in distribution;
  - b. Assist media representatives in getting background information on Board agenda items;
  - c. Assist in the interpretation of Board actions;
3. Keep the Superintendent informed on potential public relations issues and consequences related to shifts in existing programs and policies;
4. Communicate with the Superintendent and Cabinet members to provide guidance on the internal and external community relations impact of District and Board actions;
5. Oversee the District events, and the District message board; organize other District related events; promoting the events of the District;
6. Plans, develops, and maintains channels for communications with all district employees and KCUSD families;
7. Support school sites with any communication needs, from idea development to execution;
8. Oversee the communications budget;
9. Maintain a working relationship with community leaders and organizations; contact person for community relations;
10. Oversee the process and distribution of Governing Board Policies and Administrative Regulations to appropriate Administrators for review on a periodic basis;
  - a. Update all policies and submit for board approval
11. Assist in all informational aspects of school bond campaigns;
12. Serves as a communication consultant for district staff and school sites to assist in developing individual department and school site communications plans.
13. Assumes other tasks related to school/community relations and communications as assigned by the Superintendent;
14. Manage and maintain the District website and social media communications to ensure consistency, clarity, and accuracy of information provided;
15. Perform other duties as assigned by the Superintendent.

### **Qualifications/Ability to**

1. Maintain confidential data and information;
2. Effectively plan, organize, and implement a comprehensive internal and external communications program;

3. Ability to work with people from diverse backgrounds;
4. Manage time and have strong multiple tasking skills;
5. Communicate both formally and informally with a wide range of contacts both inside and outside the District setting;
6. Have strong computer skills;
7. Communicate both formally and informally with a wide range of contacts both inside and outside the District setting;
8. Strong understanding of marketing, public relations, and media relations;
9. Exceptional communications skills, including public speaking, both orally and written.

#### **Knowledge of**

1. Communications, theory, principles, practices, and strategies;
2. Privacy laws;
3. K-12 educational field;

#### **Education**

Bachelor's Degree required in communication or related field.

Minimum of 3 years experience working in a communications related field.

Minimum of 3 years experience working in the K-12 school system

#### **Other Duties**

1. May be required to work afternoon, evening, and/or weekend hours
2. Travel locally with own vehicle

**PHYSICAL DEMANDS:** The physical demands described here 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.

While performing the duties of this job, the employee is regularly required to stand, walk, sit, and talk or hear. The employee is occasionally required to reach with hand and arms. The employee must frequently lift and/or move up to 10 pounds such as boxes of books and teaching material. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, and the ability to adjust focus, the ability to hear conversations in quiet and noisy environments and the ability to speak clearly in order to exchange information. The employee will frequently interact with the public and other staff.

**WORK ENVIRONMENT:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is quiet to moderate. Work is performed indoors with some outdoor work.

The information contained in this job description is for compliance with the Americans with Disabilities Act and is not an exhaustive list of the duties performed for this position. Additional duties are performed by the individuals currently holding this position and additional duties may be assigned.