

SEDALIA SCHOOL DISTRICT #200

Job Title: Communications Director

Job Overview

- Director/Coordinator/Licensed Staff salary schedule
- Employed for 250 days as set in the annual calendar under direction of Superintendent
- Reviewed annually with recommendation for re-employment determined in May
- Reports to Superintendent

Qualifications

- 4-year College Degree
- Teacher Certification by The State of Missouri preferred
- Five years of successful communication experience
- Ability to communicate effectively with individuals, small and large groups, by correspondence or oral expression
- Ability to organize and plan effectively
- Excellent communication skills and a positive attitude toward generating successful teamwork
- Possess an ethical and professional attitude toward colleagues and the policies of the district

Other Working Conditions

- Employed in February with contract effective July 1
- Vacations, leave policies, and fringe benefits as stated in Board policies
- Spend the necessary time required to fulfill the duties of the position
- Opportunity to continue professional preparation with the prior approval of Administration
- Opportunity to attend professional meetings at district expense
- Be a member and participant in the activities of professional organizations
- Work cooperatively with administration and staff throughout the district
- Work cooperatively with civil and community groups

Responsibilities and Duties

- Supervises and coordinates the preparation of school district publications, ensuring quality
- Assists the administrators in setting, implementing and evaluating public relations/marketing goals
- Be a member of Missouri School Public Relations Association (MOSPRA)
- Oversee the annual production of a school district magazine
- Serves as liaison between the district and the news media; produces and distributes news releases including all print and audio-visual materials and organizes news conferences
- Serves as a consultant in the preparation and production of informational materials prepared by school personnel
- Plans and designs communication strategies to inform the public about specific problems or situations
- Serves as a source of information about the schools to individuals, groups from the community, and within the school district
- Is accountable for a communication audit and analysis on a regular basis

- Oversee electronic communications to include the District's Web pages, Textcaster, all Web 2.0 (social media) sites (Facebook, Twitter, etc.)
- Demonstrate professionalism and appropriate judgement in behavior, speech, dress, and appropriate professional manner for the work setting
- Maintains strict confidentiality
- Attends all School Board meetings
- Capacity to accept criticism calmly and with dignity, and without adopting a defensive attitude
- Perform such other tasks and assume such other responsibilities as may from time to time be assigned by the Superintendent

DISCLAIMER

- This job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees to this job. Other duties will be required to be performed as assigned by district administration.