

# School Communications Director Tompkins County

**Department:** School-Lansing Central

**Classification:** Competitive

**Approved:** 3/9/2022

**By:** HB, HR Systems and Program Administrator

## **MINIMUM QUALIFICATIONS: EITHER:**

(a) Graduation from a regionally accredited or New York State registered college or university with a Master's Degree in Communications, English, Journalism, Public Relations, Public Administration, Marketing, Public or Business Administration, Social Sciences or a related field; **OR**

(b) Graduation from a regionally accredited or New York State registered college or university with a Bachelor's Degree in Communications, English, Journalism, Public Relations, Public Administration, Marketing, Public or Business Administration, Social Sciences or a related field; **AND** two (2) years of full-time paid (or the equivalent part-time) experience in a position with substantial public information responsibility; **OR**

(c) Completion of two years of study (at least 60 college credit hours) in a regionally accredited or New York State registered college or university with major coursework in Communications, English, Journalism, Public Relations, Public Administration, Marketing, Public or Business Administration, Social Sciences or a related field; **AND** four (4) years of full-time paid (or the equivalent part-time) experience in a position with substantial public information responsibility; **OR**

(d) Any combination of training and experience equal to or greater than that described in (a), (b) and (c) above.

**Tompkins County is Committed to Equity and Inclusion. We encourage those with similar values to apply.**

## **DISTINGUISHING FEATURES OF THE CLASS:**

The Communications Director supports the Superintendent and the School leadership team and is responsible for developing and delivering a comprehensive engagement strategy and communication plan that amplifies the District's priorities and drives engagement across the community.

The Director is an experienced communications leader, strong writer, and strategic thinker; well versed in communication strategies & processes; skilled in creating succinct, well-crafted, persuasive content.

The Director is an effective communicator and thought partner with demonstrated experience working closely with senior leadership in complex settings. The Director plays a critical role in building public trust through various communications programs and initiatives and advancing transparency and accountability of the school district. They lead the external communications activities for the school district including community outreach, public relations, public information, and social media relations.

The Director is responsible for social media, website content, print and electronic communication, and assists departments with the development and implementation of communication strategies and crisis communications. The Communications Director also works directly with and assists the District Leadership to develop key information about the district, its educational programs, finances, and people.

The Communications Director will also have the opportunity to interact with leaders within the district, ranging from administrators to supervisors, and staff across multiple departments. The position receives supervision from the Superintendent and is expected to function in a highly autonomous manner. Supervision of others is generally not a function of an employee in this class but may occur on a project basis. The incumbent will perform all related duties as required.

## **TYPICAL WORK ACTIVITIES:**

- Directs support staff in the coordination, development and implementation of internal and external communications, public information and community relations activities (i.e., broadcasting or streaming of meetings, website, social marketing programs, special events, etc.);
- Coordinates, plans, and manages integrated internal and external communication activities;
- Provides accessible, easily understood information about the school district programs and events using various communication strategies, tools, and tactics;
- Provides oversight and direction for digital communications, including the website, e-newsletters, digital signage, intranet, and social media;
- Supports the Superintendent and other organizational leaders in the development of communications, including presentations and print/digital communications.
- Advises and counsels management and staff on policies, plans, and practices that affect the District's relationship with the public;
- Plans, organizes, and directs efforts that enhance the District's image in the community through relationship building, special events, and information sharing;
- Manages the dissemination of prompt, accurate information during emergency and disaster situations;
- Develops and recommends new communication methods and enhancements to better achieve District goals, including fostering the organization's core values and marketing District programs to residents, community groups, and other external organizations;
- Responds to requests to produce video programming;
- Prepares Newsletters;
- Advises and trains staff and officials in effective use of media;
- Engages departments in community outreach and education events;

**KNOWLEDGE, SKILLS, ABILITIES, AND PERSONAL CHARACTERISTICS:**

- Thorough knowledge and understanding of the organization, functions, laws, policies, regulations, programs and goals;
- Superior oral and written communications skills, and the ability to create and articulate messages to a wide range of audiences;
- Exceptional writing and presentation skills;
- Excellent organizational and strong project management skills to manage multiple projects and the ability to design and execute process where none exists;
- Excellent editing and proofreading skills;
- Excellent organizational and interpersonal skills;
- Considerable knowledge of public relations principles and practices as they pertain to internal and external communication needs of a large organization;
- Ability to interact effectively with senior leadership, elected officials, community leaders and external constituencies;

- Self-starter, able to establish priorities and work independently;
- Demonstrated knowledge of current communications trends in a government setting, including extensive knowledge of the use of social media;
- Demonstrated ability to deliver complex messages in simple, concise and understandable ways;
- Attention to detail that drives high quality outputs;
- High-energy and optimistic;
- Comfortable with change and uses feedback to drive personal growth and development;
- Consistently acts with integrity and maintains a high degree of confidentiality;
- Initiative, courtesy, integrity and tact are required;
- The employee's physical condition shall be commensurate with demands of the position.

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3/2022