



DIRECTOR, COMMUNICATIONS, MARKETING & DEVELOPMENT

**Job Code: 706CMD
Job Description
March 23, 2012**

Position Summary

Direct the Saint Paul Public Schools' multifaceted communications, marketing and development efforts.

Reporting Relationship

Report to the Chief of Staff.

Responsibilities

The essential functions include, but are not limited to, the following fundamental duties:

Develop the District communications media crisis plans and implement and assess the plans; assist building and program administrators in developing site-based community relations, marketing and communication plans; act as resource during their development; work as the District's national issue liaison.

Act as spokesperson for the Superintendent and the Board of Education and coordinate media relations for the District.

Manage the staff and budget of the Communications Department.

Direct the planning and implementation of the District's marketing development plan and fundraising goals.

Direct the development of communications to favorably shape the perceptions of the District.

Develop and implement media training plans for the Board, District administrators, school principals and other school staff as appropriate.

Identify opportunities for media coverage and develop publications, television or film presentations to reach key audiences; anticipate emerging issues and concerns; respond to media inquiries.

Conduct research on communications programs, services and issues; facilitate focus groups to gather information; prepare related reports and recommendations.

Develop and maintain relationships with media, business, government and community representatives as appropriate; participate in committees, task forces and other appropriate

DIRECTOR, COMMUNICATIONS

Job Description Draft

Responsibilities (continued)

groups as a representative of the District; work with business representatives to increase business/education partnerships.

Provide leadership and supervision of the design, writing, editing, production and distribution of district-wide external publications to the Saint Paul Community and other publics.

Direct the development, maintenance and operation of a communications database, including a Community Early Notification System.

Direct the planning and coordination of special district-wide events, (e.g. Opening Week activities, Senior Honors Night and related events).

Work with the staff of other departments to improve the communications, marketing and public relations skills of district employees.

Contribute to the District's Strong Schools, Strong Communities efforts by partnering with other staff to contribute to student achievement and the alignment and sustainability of resources.

Perform other related duties as assigned.

Knowledge, Skills and Abilities

Considerable knowledge of communication best practices and skills to implement those best practices.

Considerable knowledge of the principles and practices of media relations.

Considerable knowledge of urban educational issues and trends.

Considerable knowledge of strategic planning

Considerable knowledge of marketing concepts and techniques.

Considerable knowledge of fund development and national, regional and local funding sources.

Highly proficient leadership and administrative skills.

Highly proficient written and oral communication skills.

Highly proficient interpersonal skills.

Considerable ability to work cooperatively with the media, teachers, principals, district administrators, business and community groups, parents, and the public.

DIRECTOR, COMMUNICATIONS

Job Description Draft

Knowledge, Skills & Abilities (continued)

Considerable ability to manage a budget and supervise staff.

Leadership Competencies

Character that demonstrates a strong sense of ethics and values that serves as a role model to others.

Creating and leading the organizational vision.

Managing staff including directing others, delegation and building effective teams.

Resourcefulness, taking the resources of the organization into consideration and getting things done for less.

Working constructively with others.

Managing constituencies effectively.

Getting results.

Minimum Qualifications

Bachelor's degree in a communications-related field and five years of professional level experience in communications, marketing, journalism and/or public relations with a record of success in progressively challenging assignments as evidenced by a portfolio of communications products.

Preferred Qualifications

- A master's degree in a communications-related field.
- Seven or more years of experience, including management experience.