



Position Description

Director of Communications

Salary Level: Act 93

Contract/Benefits: Act 93

Department or Area: Communications

Reports To: Chief of Performance Management, Equity & Accountability

Revised Date: April 20, 2023

Prepared by: Acting ED of Human Resources

Approved By: Deputy Superintendent

Qualifications:

- Bachelor's Degree in Public Relations, Marketing, Communications, Business or related field; Masters' Degree preferred
- Three (3) to five (5) years progressive experience in Public Relations, Marketing, Communications, Business or related field
- Excellent written and oral communication skills
- Spanish fluency preferred
- Valid Pennsylvania Driver's License
- Any equivalent combination of experience and training which provides the knowledge and abilities necessary to perform the work.
- Satisfactory work record & criminal/child abuse clearances (Acts 34, 114, and 151).
- Such additional or alternatives to the above qualifications as the School Board or Superintendent may determine appropriate and acceptable

Note: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Summary

The primary function of this position is to plan, coordinate, implement, and assess the activities relating to district wide public information, community relations, customer service, marketing, web page development, video production, and internal and external communications. This position also provides professional and sensitive assistance to the Superintendent and senior management staff on matters related to the dissemination of public information, management of issues, media relations, and community relations. In addition, the position further develops and shapes a comprehensive image of the Allentown School District, working closely with all of the district's departments and schools.

Essential Duties and Responsibilities

- Directs and develops a quality public affairs and communications program
- Establishes and maintains working relationships with district administrators, press and news media organizations, business leaders, community groups, city officials, and the general public
- Communicates with all levels of district staff, officials, members of the media, and the general public, both verbally and in writing
- Collaborates closely with building administration to communicate publicly events and functions occurring in the school setting

- Serve as crisis communicator for the District and coordinates emergency communications for buildings when applicable
- Trains staff in effective communication strategies and use of approved district platforms.
- Serves as main information source for all media contacts requesting data and insights
- Establishes processes to generate appropriate flow of press releases
- Arranges, facilitates, and manages media briefings with Superintendent daily, if appropriate
- Collaborates with the Executive Leadership Team in the development and/or revision to Board policies relating to all areas of communications, including but not limited to print, electronic, and social media communication
- Conducts research and prepares informational material which will enhance the District's image and public awareness of district operations and activities
- Compiles reports from a wide variety of sources and data
- Responds to citizen and media requests in a timely, professional manner
- Understands and follows district oral and/or written policies, procedures and instructions
- Makes sound and reasonable decisions in accordance with laws, ordinances, regulations and established procedures
- Performs a wide variety of duties and responsibilities with accuracy, meeting time sensitive deadlines
- Establishes processes to generate appropriate flow of press releases
- Arranges, facilitates, and manages media briefings with Superintendent daily, if appropriate
- Collaborates with the Superintendent's Cabinet in the development and/or revision to Board policies relating to all areas of communications, including but not limited to print, electronic, and social media communication
- Prepares and assures adherence to budgets, schedules, work plans, and performance requirements relating to district communications
- Performs such other tasks and assumes other such responsibilities as may be assigned or delegated by the Deputy Superintendent or Superintendent

Supervisory Responsibilities

Directly supervises Communications Manager and Webmaster. Responsibilities include interviewing, recommending hiring, and training employees; planning and coordinating work; appraising performance; rewarding and disciplining staff; addressing complaints, and resolving problems. Carries out supervisory responsibilities in accordance with the district's policies and applicable laws.

Competencies

To perform the job successfully, an individual should demonstrate the following competencies:

Interpersonal Skills

Manages difficult or emotional parent/community situations judiciously; Responds to parent/community requests for service and assistance; Meets commitments made to parents and the community; Maintains confidentiality; Listens to others without interrupting; Shows reasonable control of personal emotions; Exhibits objectivity and openness to the views of others; Speaks clearly and persuasively in positive or negative situations; Listens and solicits clarification; Responds appropriately to questions; Demonstrates group presentation skills; Writes clearly and effectively; Edits work for spelling and grammar; Varies writing style to meet needs of the audience; Balances team and individual responsibilities; Gives and

welcomes feedback; Contributes to building positive morale; Puts success of faculty and staff above own interests and recognition;

Organizational Skills

Works within approved budget; Conserves district/school resources; Shows respect and sensitivity for cultural differences; Promotes a harassment-free environment; Follows policies and procedures; Completes administrative tasks and reports correctly and on time; Develops strategies to achieve district/school goals; Understands district/school's strengths & weaknesses; Aligns work with strategic goals; Demonstrates ingenuity and inventiveness in the performance of assigned tasks

Personal Competencies

Displays willingness to make decisions; Exhibits sound and accurate judgment; Includes appropriate people in decision-making process; Makes timely decisions; Treats people with respect; Keeps commitments; Inspires the trust of others; Works ethically and with integrity; Sets and achieves challenging personal goals; Demonstrates persistence and overcomes obstacles; Measures self against standard of excellence; Takes calculated risks to accomplish goals; Prioritizes and plans work activities; Uses time efficiently; Treats others with respect regardless of their status or position; Accepts responsibility for own actions; Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies supervisor feedback to improve performance; Monitors own work to ensure quality; Follows instructions, responds to supervisory direction; Takes responsibility for own actions; Commits to long hours of work when necessary to reach goals; Completes tasks on time or notifies appropriate person with an alternate plan; Is consistently at work and on time; Ensures work responsibilities are covered when absent; Arrives at meetings and appointments on time.

Physical Demands

The physical demands described here are representative of those that must be met by an administrator to successfully perform the essential duties of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.

While performing the duties of this job, the administrator is regularly required to talk or hear. The administrator is frequently required to walk, climb stairs, bend, and lift. The administrator is required to use hands to fingers or handle documents, telephone, etc. The administrator is occasionally required to stand; sit and reach with hands and arms. Specific vision abilities required by this job include close vision, distance vision, and ability to adjust focus.

Evaluation

The person filling this position will be evaluated according to the administrative evaluation procedure adopted by the Allentown School District.

Reviewed and read by: _____ Date: _____
Individual serving in this position