

The Assistant Director of Communications and Strategic Partnerships works closely with the Executive Director of Communications and Marketing to develop and coordinate strategic communications for news media, District publications, and both internal and external stakeholder communications. The Assistant Director is responsible for leading strategic partnership programs and initiatives that support the Kyrene School District mission and vision. This work involves collaboration with School Effectiveness, Business Services, and the office of the Superintendent. The Assistant Director additionally serves as backup to the Director on the Kyrene Emergency Management Team and in all areas of crisis communications. The Assistant Director provides leadership in all aspects of the department; ensures governance and statutory compliance; partners collaboratively with school leaders and District administrators; and helps the Executive Director lead the work of Communications and Marketing staff.

**Chain of Command:**

The Assistant Director of Communications and Strategic Partnerships reports to the Executive Director of Communications and Marketing.

**Competencies of the Assistant Director of Communications and Strategic Partnerships:**

- **Accountability:** Holds self and others accountable for measurable high-quality, timely, and cost-effective results. Determines objectives, sets priorities, and delegates work. Accepts responsibility for mistakes.
- **Communication:** Communicates with exceptional skill to a wide range of audiences in diverse situations through a variety of media. Strong grasp of AP style and impeccable grammar.
- **Developing Others:** Develops the ability of others to perform and contribute to the organization by providing ongoing feedback and by providing opportunities to learn and increase capabilities.
- **Innovation:** Develops new insights into situations; questions conventional approaches; encourages new ideas and innovations; designs and implements new or cutting-edge programs/processes.
- **Problem Solving:** Identifies and analyzes problems; weighs relevance and accuracy of information; generates and evaluates alternative solutions; makes recommendations.
- **Resilience:** Deals effectively with pressure; remains optimistic and persistent, even under adversity. Recovers quickly from setbacks.
- **Results Oriented:** Drives towards achievement of challenging goals, through a disciplined approach to work, using risk analysis, aligning strategy and mission, and regularly reviewing key measures of results.
- **Vision:** Takes a long-term view and builds a shared vision with others; acts as a catalyst for organization change. Influences others to translate vision into action

**Essential Duties**

- Develop annual media management and content marketing strategies, in collaboration with the Executive Director.
- Draft and distribute media releases, newsletters, website content and other strategic messaging
- Develop systems for tracking school and District events and programs, as well as employee accomplishments, for the purpose of content marketing and media promotion; regularly visit school sites for event coverage, story telling, content marketing and other promotional purposes.

- Participate in various external organizations to assist Executive Director with the identification, development and implementation of partnerships among external organizations, schools and the District
- Responsible for development, coordination, execution and oversight of a strategic partnership program that yields strong, long-lasting partnerships with external businesses, organizations and individuals with measurable results.
- Responsible for development, coordination, execution and oversight of special projects and staff recognition programs, as assigned by the Executive Director of Communications & Marketing.
- Oversee advertising sales account income and disbursement, consistent with Kyrene policy and regulation.
- Assist Executive Director with development and implementation of annual marketing campaigns, budget planning and editorial calendars, in alignment with District and department objectives.
- Assist Executive Director with the hiring, supervision and evaluation of staff
- Ensure consistent and smooth implementation of daily operational procedures of the department.
- Plan and implement professional activities for staff involving goal setting and career development. Provide and implement professional development activities for administrators and staff for media and communications.
- Maintain current knowledge and practice of AP Style writing, as updated annually.
- Maintain current knowledge of relevant federal, state and local laws, as pertain to public education, sponsorships and donations, to ensure compliance; recommend Board policy updates as necessary.
- Develop, modify and implement best practices and principles as pertain to public education partnerships, community engagement and public relations.
- Attend Governing Board, District, and community meetings, as requested.

### **Education and Experience**

Bachelor’s Degree in a related field and three years of experience related to area of assignment is required; or, an equivalent combination of education and experience sufficient to successfully perform the essential duties of the job such as those listed above.

3+ years of managerial experience preferred

3+ years of experience in school district communications preferred

Direct sales experience a plus

News media experience a plus

### **Licensing/Certification Requirements**

AZ Fingerprint Clearance Card required

### **Date Revised**

06.25.21