

The **Director of Communications and Marketing** reports to the Chief Information & Accountability Officer and is responsible for leading activities within the Communications and Marketing department and shall serve as the Public Information Officer for the district. This position requires strong writing skills, expertise in both internal and external communications, media management, developing press releases and editorial calendars, setting strategic media goals, developing messaging points and a media plan based on district objectives and needs. The Director of Communications and Marketing provides oversight and direction for coordinated communication, ensures governance and statutory compliance, and partners collaboratively with school and district administrators.

Chain of Command

The Director of Communication and Marketing reports to the Chief Information and Accountability Officer.

Competencies of the Director of Communications and information

- **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.
- **Results Oriented:** Establishes challenging goals and drives toward their achievement through a disciplined approach to work, using proven analytics, aligning strategy and mission, and regularly reviewing key measures of results.
- **Capacity:** Understands and accepts the need to continually develop public capacity for understanding in regard to district directives and mission.
- **Resilience:** Deals effectively with pressure; remains optimistic and persistent, even under adversity. Remains calm and thoughtful, displaying accuracy and consistency in messaging in all circumstances.
- **Adaptable Leadership:** Displays leadership within the department that is adaptable to situational needs with an understanding that information and communication is a changing landscape based on circumstances and events, however the mission and message is consistent.
- **Problem Solving:** Identifies and analyzes problems; weighs relevance and accuracy of information; generates and evaluates alternative solutions; makes recommendations based on achievable strategies.
- **Communication:** Effectively communicates to audiences in diverse situations through strong written and verbal communication skills and represents the district both internally and externally in the dissemination of information as directed.
- **Developing Others:** Develops the ability of others to perform and contribute to the organization by providing ongoing feedback and opportunities to learn, increasing capabilities based on current industry standards and the ever-changing technology of media and communications.
- **Innovation:** Develops new insights into situations; questions conventional approaches; encourages new ideas and innovations; designs and implements new or cutting-edge programs/processes.
- **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

- Lead and direct all activities in communications and marketing related media management, message development, and internal and external communications.
- Responsible for guidance and oversight related to social media district-wide.
- Develop public statements, speeches and district-produced media in partnership with department leaders.
- Serve as District's spokesperson; prepare and provide press releases, media statements and communiques; direct and manage communications, inclusive of coordinating information with external agencies.
- Develop, monitor, and provide oversight of department budget.
- Provide direction and implement strategic initiatives and objectives in alignment with communicating and marketing the District's strategic plan.
- Provide direction, communicate, and implement department objectives and ongoing strategies in alignment with the District's strategic plan.
- Provide development of editorial calendars based on district objectives.
- Modify and implement best practices to the communications process; refine and continuously improve operational functions, processes, and services.
- Develop, monitor, analyze and present key analytics related to internal and external communication (e.g. website, social media, etc.) to leadership teams.
- Document and implement policies, procedures, and practices that establish adequate controls and adhere to statutory requirements.
- Monitor compliance with Governing Board policies and regulations, maintain current knowledge of state statutes and revisions; work with legal counsel and recommend Board policies as necessary.
- Hire, supervise, and evaluate daily activities of staff; reassign operational responsibilities as necessary to provide opportunities for cross training and growth.
- 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.
- Collaborate with leaders to support coordination of services/supports for district-wide events.
- Attend Governing Board, District, and community meetings, as requested.

Education and Experience

- Bachelor's degree required in communications, public relations or related field and 3-4 years of increasing responsibility with experience in communications, public information, or public relations.

Licensing/Certification Requirements

- Valid Arizona Fingerprint Clearance Card is required.