

The Executive Director of Communications and Marketing functions as a part of the superintendency, overseeing the operation of the school district, by working with directors, coordinators, principals, and building staff to build vision, set priorities, and develop long and short-range strategic plans for achieving the goals of the district; and acts as a liaison with Governing Board and administration to provide advice to the governing board on a regular and ongoing basis; and provides policy recommendations and policy updates in their respective areas to the Superintendent and Governing Board. The Executive Director of Communications and Marketing serves as the Public Information Officer for the District and is responsible for collaboratively working with the Superintendent, cabinet members, principals and other school district administrators to implement and monitor the district's communications, marketing, media and strategic partnership programs. The Executive Director is a leader of leaders who has the following strengths and abilities: works in a supportive, collaborative role with staff in all departments; has exceptional public relations and interpersonal skills; uses discretion and exercises sound judgment; has a strong grasp of media practices and maintains a network of professional media relationships.

Chain of Command:

The Executive Director of Communications and Marketing reports to the Superintendent.

Competencies of the Executive Director of Communications and Marketing:

The Executive Director shall possess a deep knowledge of communications strategy, audience targeting, school public relations, crisis communications, relevant law and best practices. Additionally, listed below are the leadership competencies required for this position:

- **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:** Effectively communicates to audiences in diverse situations through strong written and verbal communication skills.
- **Conceptual Thinking:** Sees patterns and links among seemingly unrelated things.
- **Developing Others:** Acts with the specific intent of increasing the short and long-term effectiveness of an individual colleague.
- **Directiveness:** Sets clear direction and holds others accountable for performance.
- **Impact and Influence:** Acts with purpose of affecting the perceptions, thinking and actions of others.
- **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 understands problems, and engages with others in generating and evaluating solutions.
- **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.
- **Transformational Leadership:** Assumes leadership of a group to rapidly address the need for change within an organization.
- **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

The Executive Director of Communications and Marketing shall be responsible for the following duties:

- Supervise, guide and evaluate the work of administrative staff within the Communications and Marketing department; reassign operational responsibilities as necessary to provide opportunities for cross training and growth.
- Collaborate with and guide the work of district directors, assistant directors, staff, and school principals, as outlined in the District organizational chart and as related to areas of responsibility.
- Develop and implement short and long-range plans for achieving Communications and Marketing goals and objectives in alignment with the District's strategic plan.
- Serve as the District Public Information Officer (spokesperson); prepare and distribute media releases, statements and communiques; ensure timely and accurate response to media inquiries.
- Lead transformational, district-wide improvements in communications systems and practices.
- Lead and direct all activities within the Communications and Marketing department: media management, message development, marketing, public positioning, editorial calendars, strategic partnerships, communications systems and platforms, and internal and external communications.
- Conceptualize and oversee annual marketing campaigns to promote enrollment, recruitment, programming and initiatives.
- Collaborate with Cabinet, Governing Board, District and school leaders on message management, to ensure clarity and consistency.
- Develop public statements, speeches and district-produced media in partnership with district leaders.
- Monitor public perception and reputation; develop and implement strategies to maintain brand integrity and to continuously improve community relations.
- Guide and set expectations for the strategic development of long-lasting partnerships with external businesses and organizations, which benefit the Kyrene District and schools.
- Present key analytics related to internal and external communication (e.g. website, social media, etc.) to leadership teams or Governing Board, as needed.

- Develop, monitor and supervise all aspects of the annual budgets for Communications and Marketing, and Advertising Sales.
- Align key resources (people, time, materials, dollars) to support District strategic plan and proactively champion District improvement.
- Review and recommend Board policies related to the areas of responsibility and cooperatively develop guidelines as needed.
- Attend Board meetings and other special meetings upon request of the Superintendent, serve as a resource or subject area expert, and conduct presentations of information and/or recommendations.
- Serve as a liaison and have active involvement with professionals at the state, local, national and regional levels.

Minimum Qualifications

Master's degree in Journalism, Communications, Public Relations or related discipline and three years of management or executive leadership experience; or an equivalent combination of education and experience sufficient to successfully perform the essential duties such as those listed above.

Preferred Qualifications

Experience and demonstrated success as a Communications leader

10+ years' experience in media, public relations, public information or closely related communications field

Experience and demonstrated success as a district director preferred

Licensing/Certification Requirements

Valid AZ Fingerprint Clearance Card required

Date Revised

06.25.2021