

## **Three Rivers Local School District Job Description**

Title:                   **MARKETING/COMMUNICATIONS DIRECTOR**

Qualifications:    1. Bachelor's degree required  
  
                              2. Experience in communications, marketing, technical writing, public relations, community engagement, web design and management

Reports to:           **Superintendent or designee**

Job Goal(s):        To develop the capacity within the community to provide resources to the school district; plan and conduct a public relations program designed to create and maintain favorable relationships with community and staff.

### **ESSENTIAL RESPONSIBILITIES:**

1. Plans and directs the development and communication of information designed to keep the public informed of district's programs, accomplishments, or point of view.
2. Serves as key communicator with the staff and community. Tells the District's story via Facebook, Twitter, TRLSD website, and weekly eNewsletter.
3. Media outreach: prepares and distributes fact sheets, news releases, photographs, scripts, etc., to media representatives (newspaper, radio and TV) and other persons who may be interested in learning about or publicizing the district's activities or message.
4. Compiles and coordinates the publication of the printed district calendar. Work with Principals, Athletic Director, PTO and Booster groups for important events to publish.
5. Attends monthly Board of Education meetings. Assists with special activities such as public meetings concerning school issues and school levy campaigns.
6. Coordinates the development of surveys and reports results to appropriate stakeholders.
7. Develops and monitors school district instructional and promotional brochures.
8. Arranges for and conducts public contact programs designed to meet district's objectives.
9. Promotes goodwill through such publicity efforts as speeches, exhibits, tours, and question and answer sessions.
10. Organizes special events to encourage community access to schools and school programs.
11. Represents the district during community projects and at public, social, and business gatherings.
12. Researches data, creates ideas, writes copy, lays out artwork, and represents district directly before general public.
13. Establishes and maintains effective working relationship with students, colleagues, alumni, district and community.
14. Maintains a comprehensive database of the alumni of Taylor High School.

Marketing/Communications Director

15. Keeps the Leadership Team informed on probable public relations consequences of changes in existing programs and policies.
16. Establishes and coordinates activities of special ad hoc committees, as requested by the Superintendent.

**ANCILLARY RESPONSIBILITIES:**

1. All other duties as assigned by the Superintendent.

**Terms of Employment**

Length of contract and compensation will be determined by the Board of Education

The employee shall remain free of any alcohol and non-prescribed controlled substance abuse in the workplace throughout his/her employment in the district.

**Evaluation**

Performance of this position will be evaluated in accordance with provisions of the Board of Education's Policy on the Evaluation of Professional Personnel and will be completed by the Superintendent.

[BOE approved: May 12, 2015]

I acknowledge receiving a copy of the Three Rivers Local School District **Marketing/Communications Director** job description.

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Employee signature

\_\_\_\_\_  
Date