

**CITY OF WATERBURY, CONNECTICUT
BOARD OF EDUCATION
DIRECTOR OF COMMUNICATIONS - BOE**

SALARY: \$95,000 ~ \$110,000 per year (negotiable based on level of experience)

FRINGE BENEFITS: Choose from available health insurance plans (employee contributions vary) Prescription Drug Rider, Dental Plan, Group Life Insurance for Individual; paid Holidays; paid Vacation Days; paid Sick Days; paid Personal Days.

GENERAL STATEMENT OF THE CLASS:

This class is accountable for managing the District's communications, public relations, and branding programs. The incumbent will report directly to the Superintendent of Schools or designee.

EXAMPLES OF WORK: (Illustrative only)

The following identifies the primary and essential functions of the position and is not intended to be an exhaustive listing of all duties.

Directs staff and operations of communications unit; Captures photo- and video-based content of programs, events, initiatives and other happenings which may serve as assets in the development of communications pieces; Conducts research and maintains statistics on District projects and programs; Coordinates, plans and manages communications, public relations, marketing, advertising and public information activities; Develops and implements communications and related policies and procedures; Develops and maintains a messaging strategy and media schedule aligned to the District's goals and priorities; Develops and maintains contacts with individuals both within and outside of unit who might impact on program activities; Develops and/or maintains communication policies, procedures and escalation plans related to interaction with parents, media and community partners, both in-person interactions and online, including on the District website and related social media channels; Formulates program strategies, goals and objectives to align with District mission, vision, and values; Initiates contact with local, regional and statewide media to get placement of news related to school/System achievements; Interprets and administers laws pertaining to public information; Maintains aspects of the District website and social media channels including calendars, event-related information and email/text distribution lists; Oversees District response to Freedom of Information (FOIA) requests and ensures adherence to applicable statutes regarding disclosure; Oversees or directly prepares and distributes informational materials, public relations and marketing materials using a variety of media; Prepares or assists in preparation of communications budget; Prepares press releases; Provide assistance in the development of school and system communications including online and print materials; Provides expertise to District staff in handling media and in information delivery and response; Serves as advisor to the Superintendent and senior leadership team on communications, public relations, public information, advertising and promoting District programs and services; Serves as District spokesperson to media, regularly communicating in areas of high profile or sensitivity; Serves as communications liaison officer to communities, organizations, and general public impacted by District policies and services; Solicits feedback from audiences, both formally and informally, so as to understand the mindset and optics involved in effective two-way conversations with said audiences, and to inform the tonality and content of communications; Supports greater community involvement in the school system through work with general membership groups in the individual schools and other established parent organizations and school administrators, teachers and department heads; May oversee District records retention program; Performs related duties as required. May direct professional and clerical staff as assigned.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:

Considerable knowledge of communication methods and procedures; Considerable knowledge of public relations principles and practices; Knowledge of and ability to apply management principles and techniques; Knowledge of marketing principles and practices; Knowledge of relevant school district policies and procedures; Knowledge of relevant state and federal laws, statutes and regulations; Knowledge of the principles and practices of journalism and media relations; Considerable interpersonal skills; Considerable organization skills; Considerable writing/editing skills and verbal communications skills – must be able to write effectively on deadline and for multiple audiences; Ability to develop and maintain strong relationships with members of the media and the community; Ability to perform difficult tasks exercising sound judgment and tact; Ability to problem solve exercising a high level of

independence; Ability to use technology and social media platforms to engage staff and members of the public including proficiency in web browsers, graphic design, photography and video production, Microsoft office suite, Adobe Acrobat, Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Premiere, Adobe Media Encoder, SchoolPointe or similar Content Management Systems/integrated communications tools; Ability to work effectively as a member of a team; Ability to work with individuals from diverse backgrounds.

EDUCATION AND EXPERIENCE:

General Experience:

Strongly prefer Nine (9) years of professional experience in communications, public information, public relations, or journalism.

Substitutions Allowed:

1. College training may be substituted for the General Experience on the basis of fifteen (15) semester hours equaling one-half (1/2) year of experience to a maximum of four (4) years for a Bachelor's degree.
2. A Master's degree in communications, public relations, journalism or a closely related field may be substituted for one (1) additional year of the General Experience.

LICENSURES, CERTIFICATIONS AND OTHER REQUIREMENTS:

Incumbents in this class may be required to possess and retain a current Motor Vehicle Class D Operator's License.

WORKING CONDITIONS, PHYSICAL AND MENTAL REQUIREMENTS

Physical Requirements: Employees appointed to positions in this class must have adequate physical strength, stamina, physical agility and visual and auditory acuity and must maintain such physical fitness as to be able to perform the duties of the class. A physical examination may be required.

Frequency: Place an "X" in each box that is appropriate to your job.

NEVER (N)	OCCASIONALLY (O)				FREQUENTLY (F)				CONSTANTLY (C)			
0 % of Shift	1-33% of Shift				34-66% of Shift				67-100% of Shift			
Working Conditions	N	O	F	C	Working Conditions	N	O	F	C			
Physical Demands					Depth Perception		X					
Standing		X			Color Distinction		X					
Walking		X			Peripheral Vision		X					
Sitting			X		Driving	X						
Lifting		X			Physical Strength:							
Carrying		X			Little Physical Effort (-10 lbs.)		X					
Pushing		X			Light Work (-20 lbs.)		X					
Pulling		X			Medium Work (20-50 lbs.)		X					
Climbing		X			Heavy Work (50-100 lbs.)	X						
Balancing		X			Very Heavy Work (100+ lbs.)	X						
Stooping		X			Environmental Conditions							
Kneeling		X			Cold (50 degrees F or less)	X						
Crouching		X			Heat (90 degrees F or more)	X						

Crawling		X			Temperature Changes		X		
Reaching		X			Wetness	X			
Handling		X			Humidity	X			
Grasping		X			Extreme Noise or Vibration		X		
Twisting		X			Exposure to Chemicals	X			
Feeling			X		Exposure to Gases and Fumes	X			
Talking			X		Exposure to Unpleasant Odors	X			
Hearing				X	Exposure to bodily fluids	X			
Repetitive Motion			X		Exposure to dampness	X			
Hand/Eye/Foot Coordination			X		Confinement to Small or Restricting Area	X			
Visual Acuity/Near			X		Mechanical Hazards	X			
Visual Acuity/Far			X		Physical danger or abuse	X			

The above statements are intended to describe the general nature and level of work being performed by the employee assigned to this position. They are not to be construed as an exhaustive list of all job responsibilities and duties performed by personnel so classified.

The Waterbury Public Schools is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the District will provide reasonable accommodations to qualified individuals with disabilities and encourage both prospective and current employees to discuss potential accommodations with the City when necessary.

