

ISSAQUAH SCHOOL DISTRICT JOB DESCRIPTION

TITLE: Executive Director of Communications

DEPARTMENT: Communications

REPORTS TO: Superintendent

POSITION SUMMARY: Under the direction of the Superintendent, the Executive Director of Communications is responsible for planning, organizing, publishing and facilitating district and school communications, including print publications, listserv, autodial, and website.

ESSENTIAL FUNCTIONS:

- As a member of the Superintendent's cabinet, help plan district direction, including federal, state, and school board mandates.
- As the District ombudsman, respond to parent, business, and community questions, ensuring clarity and the open flow of information.
- Plan and coordinate comprehensive communications methods for the District and its programs; design, edit and/or advise regarding the same for schools and departments.
- Create and oversee communication systems, including Website, autodial, print newsletter, listerv, and applications. Create district-level content and train and support all school-level users.
- Advise and train administration, school board, District staff and interested affiliate organizations in open communications.
- Manage District website to anticipate, coordinate, and respond to communications needs.
- Manage the District's social-media presence while ensuring compliance with the law (archiving requirements, etc.).
- Periodically review and evaluate the effectiveness of communications tools, strategies, resources; design and oversee plans for improvement.
- Attend all board meetings. Serve as board liaison to the media; coordinate requests for interviews, respond to questions, and provide results of board actions. Officially publicize board meetings according to the Open Public Meeting Act.
- Serve as the District media spokesperson.
- Foster and maintain professional rapport with the media. Plan and implement ongoing program of media relations, including the preparation and dissemination of media releases, feature stories, news stories, public statements, public service broadcasts and announcements.
- Coordinate the District's role in levy and bond elections. Ensure compliance with Public Disclosure Commission regulations. Manage and raise organizational awareness of Public Disclosure compliance regulations.
- Oversee compliance with all federal and state reporting laws.
- Oversee District compliance with Family Educational Rights and Privacy Act as it pertains to District publications and website.
- Act as liaison for the District with community organizations (Kiwanis, Chamber of Commerce, Issaquah Schools Foundation, Issaquah Community Network, PTSA, local governments, etc.); represent District at off-site meetings and functions as required; serve and represent the District on committees and taskforces.
- Coordinate District crisis communications. Direct the design and distribution of emergency communications. Regularly coordinate and train with local emergency responders.
- Publicize and promote major performances, exhibitions, displays, dedications or special programs sponsored by the schools and open to the public.
- Research and write news releases and public service announcements, articles, compose and/or edit copy for the District's community newsletter, website, and articles and speeches for administration and board. This includes proficiency in photography and video shooting/editing.
- Ensure compliance with individuals' right to privacy in all media relations, and ensure administration, board and staff understanding of the same.

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- Supervise the District Web Master and Web Developer ensuring web services are meeting district and school communication needs.
- Create and oversee an internal communication program and recognition system.
- Annually train employees on policies and laws related to digital communication and First Amendment.
- Create, maintain, and advise on communication policies including Advertising, Access to Resources, Social Media, and Distribution of Fliers.
- Oversee ongoing community, parent, and student surveys, including those required by federal and state law.
- Design and maintain District branding (logo, colors, etc.).
- Annually update the Community Report and ensure compliance with the school board’s Executive Limitation 9.
- Help facilitate the Intra-District Student Council.
- Participate and lead as appropriate in the selection, assignment, development and evaluations of supervisory personnel
- Attend all board meetings, preparing and sharing information related to all areas of responsibilities
- Ensure compliance in all programs required by governmental standards.
- Use technology for analysis, recordkeeping, communication, presentations, trainings, and workshops.
- Possess knowledge of and adhere to Governing Policies and District Regulations and Procedures
- Participate in special projects as assigned and perform related duties and key responsibilities consistent with the scope and intent of the position.

QUALIFICATIONS:

EDUCATION: Master’s degree in with emphasis in community/public relations, communications, education, public affairs, management or commensurate experience.

EXPERIENCE: Minimum of three years’ experience in written and/or broadcast media, including writing, editing, design and layout. Additional skills in computer applications, photography, video production, graphics, print shop operations, and quality control.

CERTIFICATES AND LICENSES: CPR/First Aid Certificate (may be required). Valid WA State driver’s license and appropriate insurance required. Must maintain as current any certification or license listed herein and held at hire date.

CONTINUING EDUCATION/TRAINING: That which is required to be effective in the position and to maintain certification

REQUIRED TESTING: None specified

CLEARANCES: Criminal Justice fingerprint/Background Clearance

FLSA STATUS: Exempt

BARGAINING UNIT: Unrepresented

I have reviewed the job description, been allowed to ask questions, and can perform all job required Essential Functions with or without an accommodation(s).

Name (sign)

Name (print)

Date