

**Cape Girardeau Public School District No. 63**  
**Job Description**

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**Job Title:** Communications Director

**Terms of Employment:** 12 month contract; 240 days

**FLSA Status:** Exempt

**Reports to:** Superintendent

**Brief Description of Position:**

Under the general directions of the District Superintendent, the Communications Director is responsible for coordinating the community relations program and related activities; providing information to others; serving as a spokesperson for the school system; and administrating the school systems information and community relations program and community outreach.

**Required Qualifications:**

- Ability to communicate clearly, concisely, accurately, and grammatically correct, both orally and in writing
- Ability to maintain confidentiality at all times
- Demonstrate the ability to work cooperatively with staff, media and the community
- Strong demonstration of creativity
- Expertise in technology with regard to word processing, production of newsletters, brochures, advertising, video and photographic products
- Knowledgeable of website practices
- Experience in all forms of social media
- Strong marketing knowledge and experience in advertising and media relations
- Demonstrate excellent organizational and planning skills; including ability to prioritize
- Ability to work well under pressure
- Ability to work independently on multiple assigned tasks/projects and complete assignments with specified deadlines

**Preferred Qualifications:**

- Experience in Mass Communications, Journalism, Public Relations, or related field
- Experience in a school setting or knowledge of school practices

**Essential Duties and Responsibilities:**

- Advises school board, staff, and administrators when delivering messages to the media for the purpose of promoting a positive image of the District during times of crisis.
- Assists in the development and implementation of strategic District Communications Plan.
- Advises Superintendent on developing, controlling and promoting District communications to enhance positive relations with staff, community and media.
- Serves as the “contact point” for media inquiries. Arranges appropriate interviews and photo opportunities. Briefs staff on best interview practices, media relationships and District goals. Ensures that staff members are aware of Board’s and Superintendent’s priorities and goals prior to giving interviews. Ensures that District presents a consistent vision and message to media and community.
- Researches, designs, produces and edits newsletters, brochures, displays, media releases and photographic/video productions to communicate progress and accomplishments of the District.
- Provides marketing expertise and guidance for various advertising, promotional and educational efforts throughout the District.
- Promotes and oversees “District branding” to ensure a consistent and recognizable image of Cape Girardeau Public Schools. Develops logos, mottos, letterheads, etc.
- Manages content of District website, ensuring accuracy, currency, attractiveness and ease of access.
- Provides a “clearing house” and review of communications to staff and community for consistency, clarity, grammar, branding and cost-effectiveness.
- Assimilates and analyzes print and broadcast media activities pertaining to District. Coordinates through Superintendent to make media aware of errors of fact and omission pertaining to District.
- Performs other duties as assigned by the Superintendent.

**Physical Demands/Environmental Factors:**

- Ability to work in a climate controlled building, as well as in inclement weather.
- Ability to stand, walk, and move around for long periods of time.
- Ability to see and read, with or without vision aids, a computer screen and printed matter, and to distinguish colors.
- Sufficient hearing to understand speech at normal room levels, and to hear and understand speech on the telephone.
- Manual dexterity to operate a telephone and enter data into a computer using both hands.
- Ability to communicate, effectively and efficiently with sufficient volume to be heard in normal conversation, on the telephone, and addressing groups.
- Ability to exert up to 30 pounds of force to lift, carry, push, pull, or otherwise move objects.
- Ability to travel between multiple locations.

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The above statements are intended to describe the general purpose and responsibilities assigned to this job and are not intended to represent an exhaustive list of all responsibilities, duties, and skills that may be required. The Board of Education and Administration and/or supervisor have the right to add or change duties at any time.

This job description supersedes all prior job descriptions for this position as well as rescinding all past and present job descriptions that do not reflect the current requirements of this position.

Approved by: \_\_\_\_\_ Date: \_\_\_\_\_

Reviewed by: \_\_\_\_\_ Date: \_\_\_\_\_  
Human Resource Coordinator

Reviewed August 2013