

The Montclair Public School District

Job Description

Executive Director of Communications and Community Engagement

POSITION SUMMARY: The Executive Director of Communications and Community Engagement (EDOC) develops and guides a communications program whose strategies and initiatives support the District's operational and learning goals and communicate the District's achievements. The Executive Director serves as a communications liaison between the school District and, parents, students, staff, community members, supporters, and public and private organizations. The Executive Director is responsible for helping to ensure the District's communications reflect its commitment, values, thoughtfulness, energy, and performance as a vital and cherished institution in the Township.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The following statements of essential functions and responsibilities are intended to describe the general nature and level of work being performed by individuals assigned to this position. These statements are not intended to be an exhaustive list of all duties and responsibilities required of all personnel within this position. Actual duties and responsibilities may vary depending on critical needs and other relevant factors.

I. Leadership—To provide oversight for our communications program, the EDOC will:

- a. Lead the District's communications program by establishing annual objectives aligned to the District's cultural and strategic plans and initiatives.
- b. Manage communications within the District, and between the District and the community to tell the story of District accomplishments and opportunities.
- c. Enhance District accountability to the public by being a trustworthy source of information, maintaining open lines of communication, and building relationships that support students.
- d. Serve as a member of the Superintendent's Cabinet/ leadership team.
- e. Supervise the coordinator of communication and others responsible for communication duties including experts in written, digital, video, and symbolic communications.
- f. Stay current with professional practices in the field through participation in state and national organizations.

II. Public Relations—To maintain effective relationships with public audiences, the EDOC will:

- a. Manage all media relations, including the production and distribution of news releases, press conferences, proactive engagement of all media, including prompt response to press requests for comment and requests for public information.
- b. Supervise and coordinate the production of all District publications and communications platforms to include participatory media, marketing materials, media relations, crisis communications, internal communication, and community partnerships.
- c. Support and assist the Board of Education and Superintendent program leaders by facilitating intentional communications among the Board, the administration, the District community and the media.
- d. Act as an official spokesperson for the District by serving as a visible and responsive representative to the broader community.

III. Community Engagement—To support and build on outreach programs to parents, families, and caregivers, the EDOC will:

- a. Integrate community outreach into all communications programming.
- b. Create and implement outreach practices and initiatives that align with, are informed by, and support the work of PTAC and other school and community organizations.
- c. Empower school communities by improving access to and usership, clarity, and timeliness of all District-wide communications.
- d. Support relationships between the Superintendent and school communities.

Performs other related duties as assigned.

QUALIFICATIONS

The requirements listed below are representative of the education, experience, knowledge, skills, and/or abilities required for this position.

Education & Training:

- A Bachelors degree in journalism, public relations or marketing is required.
- A Masters Degree in communications or a related field is preferred.

Experience:

- The successful candidate will document at least seven (7) to ten (10) years of experience as a public information official including experience in news media relations, public relations, and publications operations including electronic development and distribution.
- The EDOC must demonstrate a record of exceptional teamwork and an ability to work in a diverse educational community.
- A background in public education communications is desirable

Knowledge Skills & Abilities: The EDOC must demonstrate operating knowledge of, and experience with:

- Personal computers and software
- Basic office equipment
- Written and oral communication skills in all settings and for all audiences
- Curriculum, policy and procedure
- Media purchasing and contracts negotiation
- Evaluation, negotiation and technology

The EDOC must be a team player and be collegial, good-natured, respectful, sensible, direct and polite, with superior strategic, vetting, and management skills.

Reports To: Superintendent

Established: July 2022

The Montclair Public Schools encourages people with disabilities, minorities, veterans, and women to apply. Applicants and employees will not be discriminated against on the basis of any legally protected category.