

**COUNTY OF ORANGE
MUNICIPAL/SCHOOL
JOB CLASSIFICATION SPECIFICATION**

CLASS TITLE: DIRECTOR OF COMMUNICATIONS (SCHOOL)

TITLE #: 1867

DISTINGUISHING FEATURES OF THE CLASS: The work involves responsibility for the administration and coordination of all school district's communication related issues, including public information and relation activities, and all communications related issues for the school district's administration. Responsibilities include: planning, coordinating and implementing events, such as: reviews and enhances speeches, press conferences, media stories, and related projects; the coordination and oversight of departmental public information activities such as press releases, brochures and related printed materials; advising administration on media related matters; editing letters and reports that are written for administration staff. Frequent and significant contact occurs with the public and local media outlets. Supervision may be exercised over subordinate professional, support, and clerical personnel. Does related work as required.

TYPICAL WORK ACTIVITIES:

Advises the superintendent and cabinet on strategic communications issues including key messaging for the district;

Works closely with superintendent and cabinet to assess communications needs, opportunities and strategies;

As determined, serves as the primary spokesperson for the school district;

Develops and implements comprehensive strategies to maximize media and public relations opportunities for the district;

Develops and maintain strong relationships with local media outlets;

Develops and oversees the district's social media;

Regularly collects information from schools and departments to raise awareness of the positive activities that are happening in the district through promotion in local media outlets;

Produces various publications and communication materials, such as press releases, newsletters, brochures, fact sheets and reports to promote school district activities, events, initiatives and programs for various district internal/external stakeholders;

Performs other functions as directed by the superintendent and his/her designee to address the district's communications plan;

Reviews and enhances speeches/presentations and other written material for the superintendent and his/her team as needed;

Keeps abreast of current or emerging issues that have an impact on the policies or operations of the school district;

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May supervise and direct subordinate professional, support, and clerical personnel assigned to communication related duties.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS: Comprehensive knowledge of the techniques and methods used in evaluating the effectiveness of a public information and relations program; comprehensive knowledge of the principles and techniques of establishing and maintaining effective public relations; thorough knowledge of the techniques of preparing, producing and disseminating information to the various media; thorough knowledge of the functions and organization of a school district; ability to speak effectively in public; ability to deal with persons of divergent views in a courteous, tactful and effective manner; ability to establish and maintain effective working relationships; ability to identify program problems and critical factors and to develop realistic solutions; ability to plan, coordinate and evaluate the work of assigned professional and clerical personnel; ability to read, write, speak, understand, and communicate in English sufficiently to perform the essential duties of the position; ability to use computer applications such as spreadsheets, word processing, e-mail and database software; tact; resourcefulness; initiative; imagination; integrity; sound professional judgment; diplomacy; physical condition commensurate with the requirements of the position.

MINIMUM QUALIFICATIONS: Either:

(A) Master's Degree in Communications, Public Relations, Journalism or closely related field and six (6) years of experience in public information, public relations, journalism, or closely related field; OR

(B) Bachelor's Degree or higher Communications, Public Relations, Journalism or closely related field and eight (8) years of experience as outlined in (A) above.

Note: Your degree must have been awarded by a college or university accredited by a regional, national, or specialized agency recognized as an accrediting agency by the U.S. Department of Education/U.S. Secretary of Education. If your degree was awarded by an educational institution outside the United States and its territories, you must provide independent verification of equivalency. A list of acceptable companies who provide this service can be found on the Internet at <http://www.cs.ny.gov/jobseeker/degrees.cfm>. You must pay the required evaluation fee.

JURISDICTIONAL CLASSIFICATION: Competitive

REVISED: 3/1/2023 AT