

SECTION I: GENERAL INFORMATION

Classification Title: Communications Manager	Department: Community Education	Unit: Unaffiliated
Immediate Supervisor: Director of Community Education	Grade Placement:	FLSA Status: Exempt

Job Summary:

Under the direction of the Director of Community Education, the Communications Manager is responsible for overseeing and managing the functions and communications personnel within the communications operating unit involved in writing, editing, and designing ISD #15 publications; website content; managing social media accounts; and training of website administrators.

Essential duties outlined below are intended as “representative” examples of the level, nature and decision making expected of positions assigned to this classification. The duties below are not intended to be a comprehensive listing of all duties and tasks performed by the employees assigned to this classification. A classification description, unlike job description or position description, is designed to capture the general expectations, complexity level, and nature of work of any position that may be allocated to this classification.

SECTION II: ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Manages and supervises communications personnel of the department.
 - Screens, interviews and makes hiring decisions for immediate reports.
 - Evaluates the performance of staff, prepares performance reviews, and assists staff in development improvement plans, goals and on-going training and development objectives.
 - Monitors communication operations, outcomes and activities to ensure communication activities conform to department goals, objectives and district philosophy.
 - Maintains data for reports.
 - Assigns work, monitors work operations, sets work priorities, determines and defines work requirements of direct reports.
2. Assists and participates in communication activities, as appropriate, by preparing content for district publications/reports in print and/or electronic format and designs marketing materials in collaboration with district sites/programs.
3. Assesses community needs, plans, designs and implements communication services and products.
4. Plans, recommendations and administers the approved Communications budget. Approves communication expenditures for materials and equipment.
5. Performs a variety of public relations and customer relation activities to achieve communication objectives. Performs such activities as:
 - Provides communication and public relations support to District programs and schools to ensure a positive and consistent message throughout the community.
 - Manages the overall development and promotion of the public image and branding of ISD#15 including the development and implementation of marketing strategies to promote district services, achievements, programs, initiatives, etc.
 - Develops relationships and collaborates with area business leaders, community entities, agencies and residents.
 - Markets communication and printing services to outside businesses, agencies, and/or community groups. Oversees the advertising, billing and collection of communication services.
6. Serves as a member on the Community Management Team, Community Education Advisory Committee, and the District’s Leadership Team and other committees to better support communication efforts in communicating and promoting a positive image of the District. Collaborates with administrative personnel regarding information needed to be put out to stakeholders.

7. Manages website content, market materials and social media. Trains district website administrators. Coordinates and edits content and communications delivered to parents, staff and the community via website(s).
8. Performs other duties of a comparable level or type, as required.
 - Keeps abreast of changing developments, trends, and technologies within the field.
 - Participates in staff development and professional development activities.

SECTION III: WORK REQUIREMENTS AND CHARACTERISTICS

EDUCATION/KNOWLEDGE REQUIREMENT: Minimum education required to perform adequately in position could reasonably be attained only by completing the following:					
REQUIRED EDUCATION/TRAINING (choose one)		DEGREE INFORMATION: Type of degree: (B.S., M.A., etc.) Bachelor's Degree			
less than high school diploma		Major field of study or degree emphasis: Communications,, Journalism, Graphic Design, Marketing or a closely related area.			
High school diploma or GED.					
1 year college				2 years college	
3 years college	x			4 years college	
1st year graduate level		Essential knowledge and specialized subject knowledge required to perform the essential functions of the job: <ul style="list-style-type: none"> • Principles and practices of communications, journalism and public relations. • Knowledge of the community, its businesses, and organizations within ISD#15. • Practices, techniques and methods involved in the writing, editing, graphic layout and design of publications. • Web and social media management. • Knowledge of business productivity software (i.e. word processing, spreadsheet, browsers, presentational software, etc.), desktop publishing, and computer operation. • Fundamentals of supervision and management. • Concepts and approaches for marketing, promoting and branding. 			
2nd year graduate level					
				Required Work Experience in Addition to Formal Education/Training: Minimum of 5 years prior communications, marketing and/or public relations experience.	
				LICENSE/ CERTIFICATION	Identify licenses/certification required: Valid MN driver's license.

RESPONSIBILITY FOR DIRECT SUPERVISION OF THE FOLLOWING POSITIONS:

	Titles of Positions Directly Supervised	# of Employees
1	Graphics Coordinator	1
2	Communications Coordinator	1
3	Adverting Representative	vacant
TOTAL		2

INDIRECT SUPERVISION:

Office Paraprofessional	Total: 1
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ESSENTIAL SKILLS REQUIRED TO PERFORM THE WORK

- Skilled in:**
- Establishing a working rapport and relationship with advertisers and district personnel.
 - Exceptional communication, analytical and organizational skills.
 - Ability to think strategically and to develop and manage complex communications projects involving multiple sites and diverse audiences.
 - Ability to synthesize and accurately communicate complex issues effectively to diverse audiences.
 - Advanced skill in speaking, writing, editing, and publications production required.
 - Planning, overseeing and managing the activities of communications personnel.
 - Implementing fiscal operations of the communications department.
 - Managing website design, content, communications and social media efforts.
 - Collaborating and working closely with District administrators, managers, elected officials and other district staff in formulating district media and communication efforts to assure consistent and uniform messages to the public regarding district programs and initiatives.
 - Utilizing desktop publishing, Photoshop, Illustrator, Acrobat or other Adobe products in carrying out activities.
 - Strong information technology skills to design and publish web content, presentations, documents and other multi-media publications.
 - Public relation and time management skills.

PHYSICAL JOB REQUIREMENTS: (Indicate according to essential duties/responsibilities)

<u>Physical Activities</u>	<u>Amount of Time Spent</u>				<u>Lifting/Forcing Exerting</u>	<u>Amount of Time Spent</u>			
	<u>None</u>	<u>1/3 Less</u>	<u>1/3 to 2/3</u>	<u>Over 2/3</u>		<u>No ne</u>	<u>1/3 Less</u>	<u>1/3 to 2/3</u>	<u>Over 2/3</u>
Stand		x			Up to 10 lbs		x		
Walk		x			Up to 25 lbs	x			
Sit				x	Up to 50 lbs	x			
Use hands to finger, handle or feel				x	Up to 100 lbs	x			
Reach with hands and arms		x			Over 100 lbs.	x			
Climb or balance	x								
Stoop, kneel, crouch or crawl	x								
Talk or hear				x					
Taste or smell	x								

PHYSICAL JOB REQUIREMENTS: Indicate according to essential duties/responsibilities

Physical requirements associated with the position can be best summarized as follows:

Sedentary Work:

Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body.

**HAZARDOUS
WORKING
CONDITIONS**

Unusual or hazardous working conditions related to performance of duties:

Duties are performed in a typical school district office setting. There are minimal environmental hazards and risks associated with the nature of the work.

SECTION IV: DISTRICT MISSION AND CORE VALUES

OUR MISSION	<i>Our mission is to equip all students with the knowledge and skills to empower them to achieve their dreams and full potential while becoming responsible citizens in a dynamic world</i>
CORE VALUES	We believe that: <ul style="list-style-type: none">• Trust and respect are fundamental for thriving relationships.• Our community flourishes when individuals, families and organizations collaborate.• Every person matters and has value.• Responsibility and accountability are essential for personal growth, organizational improvement and community engagement.• Commitment to high expectations is essential to help achieve full individual and collective potential.
MISSION OUTCOMES	By 2020, all students will... <ul style="list-style-type: none">• Develop a personalized education path they can articulate and use to progress toward their evolving dreams.• Identify and choose positive ways they can take active ownership in their community while recognizing its diversity.
STRATEGIES	We will... <ul style="list-style-type: none">• Ensure that every employee understands, supports and promotes our core values and mission.• Build trust and facilitate engagement with all ISD 15 stakeholders.• Align and support all educational programs and services to achieve our mission and mission outcomes.
STRATEGIC DELIMITERS	We will NOT... <ul style="list-style-type: none">• Continue or adopt any program or service unless it is aligned with and advances the mission and is accompanied by the necessary human and financial resources• Make decisions without the use of relevant data provided by the appropriate personnel.• Allow past experiences to interfere with the consideration of new ideas.

SECTION V: CLASSIFICATION HISTORY AND APPROVAL

This Position Description reflects an accurate and complete description of the duties and responsibilities assigned to the position.

Department Head's Signature

Date

Classification History:

Created classification description 4/2016 BCC