



West Windsor-Plainsboro Regional School District

Job Description

Job Title: Director of Communications
Department: Central Office
Reports To: Superintendent of Schools
Salary Guide: Non-Affiliated C; Twelve month contract
Prepared Date: July 27, 2021

Position Summary: To develop and maintain a climate of open communications with the Superintendent, the central office administration, building administrators, the Board of Education, teachers and staff, parents, and the communities; and to promote strategies to provide information to all stakeholders about the school district and its programs, activities, and budget; facilitate available grants, and serve as the district's Custodian of Records .

Qualifications: Degree in communications, journalism or related field. Master's degree preferred, but not required. Demonstrated effective written and oral communication skills, administrative, organizational, and interpersonal skills are required. Prior work experience in public information/relations or related field is required.

Essential Duties: The Director of Communications has the duties and responsibilities, commonly associated with this position, which are performed directly or through the proper delegation of authority. See below:

BOARD OF EDUCATION

- Prepare materials for the Board of Education
- Assist with the preparation of the Board of Education meeting agendas and calendars.
- Prepare meeting agendas and supporting materials for the district web site.
- Disseminate Board of Education meeting materials to the media, interested community members, school community, and schools.
- Write and publish Board Highlights, a summary of Board of Education meeting actions.
- Organize ongoing review of WW-P website and social media.
- Coordinate FYI section for weekly distribution to the Board of Education.

SUPERINTENDENT

- Assist Superintendent in interpreting public opinion about the school district to develop programs to promote strong public relations.
- Serve as district spokesperson for media.
- Oversee crisis communications and serve as district spokesperson for the Crisis Management team.
- Serve as liaison for the Superintendent with the Superintendent's Advisory Council and the PTA/PTSA.

- Assist the Superintendent in collaborating with the established district education foundation.
- Organize and maintain focus groups as required.
- Accept assignments from the Superintendent as the Superintendent chooses to delegate and assign.

CENTRAL OFFICE ADMINISTRATORS/BUILDING PRINCIPALS

- Assist with communication between Central Office and schools.
- Serve as in-house editor and proofreader for district materials, briefing statements, and letters.
- Serve on committees as delegated by the Superintendent.

MEDIA/COMMUNITY AT LARGE

- Ensure public information availability.
- Provide story ideas to reporters and maintain relationships with area publishers, editors, and reporters.
- Provide responses for public information in a timely fashion.
- Answer questions from reporters in a timely fashion.
- In conjunction with the Public Information Officer, highlight accomplishments of district's students and staff members.

PUBLICATIONS

- Keep the public informed of programs and accomplishments of school district.
- Plan and prepare an overall communications program for the district.
- Write, edit, and publish publications for all district needs, including but not limited to the State Report Card, Regional Review, content on the website, etc.
- Prepare, organize, and develop the yearly calendar.
- Write, edit, and publish materials for Budget Mailer, Postcard, and other materials as needed.
- Write, edit, and publish special publications as needed.
- Suggest, create, and publish special interest publications as needed.
- Publish Confidential Directory for dissemination to district leaders.
- Create flyers for school events and activities, working with teachers and district supervisors.
- In conjunction with the Public Information Officer and district Visual Media Manager, serve as district photographer for school events.

WEBSITE

- Assure the district web site meets the needs of all stakeholders.
- Serve as webmaster for the district web site. Write and edit content. Revise design and navigation as necessary.
- Oversee daily changes and updates to the web site.
- In conjunction with the Public Information Officer, prepare weekly updates and distribute to staff and community members.
- Contribute to staff web site.

ADMINISTRATIVE

- Oversee administrative functions to maintain a strong public information program.

- In conjunction with the Superintendent, responsible for the communication vision and strategy of the district.
- Responsible for the communication of the district's strategic planning initiative.
- Serve as coordinator for Teachers as Scholars Program.
- Serve as coordinator for West Windsor – Plainsboro Regional School District Teacher Recognition Program.
- Prepare summary notes of monthly meetings of the Administrative Council, Superintendent's Advisory Council, and PTA/PTSA meetings with the superintendent.
- Respond to all public inquiries.
- Act as Custodian of Records under the Open Public Records Act.
- Assist with coordination of district retirement celebration.
- Serve as liaison to the WW-P Education Foundation and serve as an advisor to its grant review committee.

SPECIAL PROJECTS

- Serve as a resource for the school district.
- Maintain relationships with township officials and local businesses.
- Maintain associations with professional organizations on a local, state, and national level.
- Make recommendations/suggestions to the administration on a variety of school and state issues.

SUPERVISORY RESPONSIBILITIES

This position will oversee members of the communication team, including but not limited to the Public Information Officer and the district Videographer.

ADDITIONAL RESPONSIBILITIES

Performs such other tasks and assumes such other responsibilities as the Superintendent may assign or delegate.

TECHNOLOGY SKILLS

Ability to be proficient in computer applications pertinent to support the position, including but not limited to Microsoft Office, Microsoft Excel, Google Suite, IEP software program and Genesis Employee Portal and Student Information System.

EVALUATION OF PERFORMANCE

Performance of this position will be evaluated annually in accordance with the New Jersey Administrative Code and Board of Education policy for the Evaluation of Administrative Personnel.

PHYSICAL DEMANDS

The physical demands described in this job description are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

WORK ENVIRONMENT

The work environment characteristics are representative of those an employee encounters while performing the essential functions of this job.

TERMS OF EMPLOYMENT

12 Month Contract. Salary and benefits as determined by the Board of Education and any applicable and collective negotiations agreement.

The information contained in this job description is reviewed and approved by the Board of Education and may be modified as district and state requirements evolve. This job description does not constitute a written employment contract.

NEW JERSEY FIRST ACT

New Jersey First Act, N.J.S.A. 52:14-7 (L. 2011, Chapter 70), requires employees of all school boards to reside in the State of New Jersey unless otherwise exempted under the law.

AMERICANS WITH DISABILITIES ACT STATEMENT

External and internal applicants, as well as employees who become disabled, must be able to perform the essential functions listed on this job description either unaided or with reasonable accommodation. The West Windsor-Plainsboro School District shall determine reasonable accommodation on a case-by-case basis in accordance with applicable law, in the event such a determination becomes necessary.

The West Windsor-Plainsboro Regional School District is proud to be an Equal Employment Opportunity and Affirmative Action employer. The district does not discriminate based upon race, religion, color, national origin, gender (including pregnancy, childbirth, or related medical conditions), sexual orientation, gender identity, gender expression, age, status as a protected veteran, status as an individual with a disability, or other applicable legally protected characteristics.

Board Approval Date:

7/27/2021

Certified by:

Director of Human Resources