

**Hinsdale Township High Schools District 86
Job Posting**

JOB TITLE: Chief Communications Officer
DEPARTMENT: Administration
WORK YEAR: 260 – 12 months

LOCATION: District Office
SUPERVISED BY: Superintendent

Individuals seeking employment as Independent Contractors may apply.

MINIMUM QUALIFICATIONS:

1. Bachelors degree in Communications, Journalism or Community Relations or equivalent experience
2. Experience in desktop publishing/HTML
3. Community relations experience, preferably with a non-profit organization.

REQUIRED SKILLS:

1. Ability to synthesize complex data and make effective presentations in a variety of media.
2. Ability to write concisely for both general and specialized audiences.
3. Ability to interact and communicate effectively with a variety of audiences.
5. Ability to do 'on the fly' thinking and speaking.
6. Ability to effectively use and communicate via social media
7. Ability to interact effectively with reporters and community

POSITION OBJECTIVE:

To oversee the development and implementation District 86 objectives, viewpoints and programs designed to inform and influence Community opinion (both internal and external) to assure that student-centered learning and preparation for the future meet and exceed expectations.

PERFORMANCE RESPONSIBILITIES:

Serves as information liaison between the total school system and the community at large

Essential Duties:

- Communicates board actions to staff, students and the Community
- Supervises the school system's overall Community relations program
- Interprets school system's programs, instructional goals and objectives to the Community
- Responds to requests for information about the school system
- Serves as information liaison between school and community

Director of Communications

- Attends municipal meetings as assigned
- Composes and prepares correspondence
- Maintains directory of community resources
- Coordinates and maintains crisis communication plan
- Oversees district's and school's webpages
- Oversee and manage district's social media outlets

Sets annual objectives for the district's Community relations program and plans budget for meeting these objectives

Essential Duties:

- Conducts research as assigned
- Engages in long-range planning
- Analyzes and controls expenditures
- Obtains comparative prices and quotations
- Prepares annual fiscal report
- Prepares budget for Community relations program

Serves as liaison between the district and news media

Essential Duties:

- Supervises the production and distribution of all news releases
- Arranges for press conferences as required
- Attends board meetings
- Serves as board spokesperson to the news media
- Issues timely announcements of upcoming events and deadlines
- Prepares and disseminates announcements, general notices and personal correspondence
- Serves as information liaison between school and the mass media
- Takes photographs
- Prepares press kits as needed for distribution to reporters covering Board meetings and Community hearings
- Coordinates Community or special events
- Creates audiovisual materials for Community information purposes

Coordinates, writes, edits and designs school district publications

Essential Duties:

- Updates brochures such as annual report, board meeting brochure, school report cards and other specialty items as needed.
- Designs layouts for school system publications, forms and other printed matters
- Serves as principal writer and editor of school system publications
- Submits copy for approval for publication
- Supervises and coordinates publications schedules
- Assists staff members in the preparation of printed material.

Director of Communications

Maintains open lines of communication with all community organizations and provides prompt responses to requests for Community information about the district, its policies and its programs

Essential Duties:

- Confers with staff, students and community leaders on school problems and needs
- Notifies appropriate constituent groups about special performances of plays, dance recitals and concerts for District 86 Senior Citizens and other events as necessary

Serves as a consultant to the Board, superintendent and administrators on Community relations plans and probable consequences relating to shifts in existing programs and policies

Essential Duties:

- Serves upon request as speech writer for board members or the superintendent
- Serves as adviser to the board
- Serves as adviser to the superintendent
- Serves as member of management team (cabinet, council, committee)
- Advises the board and superintendent on matters of Community relations
- Provides in-service opportunities for staff members on Community relations and communication

Coordinates the Board's staff and student recognition programs

Essential Duties:

- Coordinates award nominations for teachers, students, programs, etc, as the needed.
- Coordinates Community or special events

TERMS OF EMPLOYMENT: 12 months. Salary to be established by the Board.

EVALUATION: Performance of this job will be evaluated in accordance with provisions of the District procedures on administrative evaluation.

The information contained in this job description posting is for compliance with the Americans With Disabilities Act (A.D.A.) and is not an exhaustive list of the duties performed for this position. Additional duties are performed by the individuals currently holding this position and additional duties may be assigned.

Hinsdale Township High School District 86 is an Equal Opportunity Employer. It is the policy and practice of District 86 to decide all matters relating to employment solely on the basis of the applicant's ability to perform the essential functions of the position. District 86 ensures equal

Director of Communications

employment opportunities regardless of race, creed, sex, color, national origin, religion, age, or handicap.

The District has a policy of active recruitment of qualified minority teachers and non-certified employees. Any individual needing assistance in making application for opening should contact the Chief HR Officer.

Director of Communications