



# Little Rock School District

## JOB DESCRIPTION

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**Position Title:** Director of Communication

**Prepared Date:** 01/20/2022

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### **JOB GOAL:**

Develop, coordinate, and direct communications/marketing activities for the Little Rock School District involving both internal and external publics with the goal of stimulating better understanding of the role, objectives, accomplishments, and needs of the organization.

### **TERMS OF EMPLOYMENT:**

Twelve (12) month contract (245 days), Pay 802 Grade 25, plus benefit package. NOTE: Precise placement within the salary range will be determined based upon education and experience. **FLSA: Non-Exempt**

### **QUALIFICATIONS:**

1. Master's degree in Education, Marketing, Communications, Journalism or related fields from an accredited college or university required plus five years of related experience working in public relations, or
2. Bachelor's degree in Education, Marketing, Communications or Journalism or related fields from an accredited college or university required plus seven years of related experience working in public relations.
3. General knowledge of the Little Rock School District (LRSD), including familiarity with schools, programs, business operations, etc. In-depth knowledge of school public relations and its potential to enhance the outcome of education.
4. Ability to establish and maintain effective working relationships with all levels of school personnel. Must have recent work experience in marketing/communications and demonstrated ability in developing and maintaining relationships with media, business leaders, and community opinion leaders.
5. Must demonstrate exceptional writing, design, and technical skills via portfolio showcase with examples of work performed highlighting design diversity. Impromptu job related exercises may be required during the employee selection process.
6. Must demonstrate creative skills in combination with computer savvy in order to produce works of digital art: design programs such as InDesign or Quark Xpress, work on digital photos with Photoshop or other photo editing software, Desktop publishing, etc.
7. Must attend School Board Meetings and work flexible and extended hours as required.



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### **ESSENTIAL DUTIES & RESPONSIBILITIES:**

The following statements of duties 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.

#### **Service Delivery**

1. Represent the LRSD to the press and public by acting as chief corporate spokesperson when directed.
2. Field and direct responses to media-related inquiries and coordinate CRISIS MANAGEMENT and FOIA related matters as assigned. Provide assistance regarding administrative procedures to close, cancel, or cease portions of LRSD's operations due to hazardous weather conditions and provide continuity of essential operations during inclement weather.
3. Plan and implement organization's public relations strategies, communications audit/strategic planning, and procedures within budgetary guidelines. Responsible for annual reports as assigned.
4. Coordinate publications and dissemination of information for the district from concept to final product, to include researching and writing copy for district promotional materials, public service announcements, fact sheets, news releases, and other material to media and other persons who may be interested in learning about or publicizing the district's activities or mission.
5. Develop contacts and relationships with media representatives to create opportunities for positive coverage of LRSD events/programs. Plan, develop, and implement district and community goals for television programming on cable access channel(s), to include producing televised school board meetings, creating original programming, communicating essential information to district personnel, the public, and members of the press in a timely manner. Maintain a file regarding current events and other mediated realities and communicate the same to the Superintendent on a need-to-know basis regarding community-school relations.
6. Coordinate special events including ground breakings, grand openings, award ceremonies, etc.

#### **Inter/Intra-agency Communication and Delivery**

7. Model and encourage teamwork. Initiate and maintain open lines of communications through multiple mediums, serve on school/district committees as required or appropriate. Provide assistance to district officials in writing speeches, preparing letters, drafting articles, etc. – coordinate recognition presentations and media relations regarding Board of Directors'



## Little Rock School District

### JOB DESCRIPTION

meetings. Provide and/or promote communications training workshops for district staff and provide communications advice to principals and other district staff.

8. Manage LRSD's website including web design and assigned web-based events and activities – promoting a cutting-edge image, etc.

#### **Employee Qualities/Responsibilities**

9. Follow attendance, punctuality, and other qualities of an appropriate work ethic.
10. Maintain confidentiality regarding school/workplace matters.
11. Maintain expertise in assigned area to fulfill position goals and objectives.
12. Ensure adherence to good safety standards and perform other job related duties as assigned.

Requirements are representative of minimum levels of knowledge, skills and/or abilities. To perform this job successfully, the incumbent will possess the abilities or aptitudes to perform each duty successfully. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.

#### **Mental Functions, Physical Requirements, and Working Conditions:**

While performing the duties of this job, the employee is regularly required to sit, stand, walk, go up and down stairs, operate foot and hand controls, use a telephone and write. Occasionally the employee must lift and/or move up to twenty (20) or more pounds. This position requires accurate perceiving of sound, near and far vision, depth perception, handling and working with educational materials and/or objects, and providing oral information. Must have the ability to work for the duration of the daily contracted time period, and to be physically present and at assigned work, with only infrequent unexcused absences, during the contract year. Additional technical skills, knowledge, and abilities may be recommended by immediate supervisor and approved by the Human Resources Director.