Moore County Schools

Director for Communications

Reports to: Superintendent
Supervises: Assistant Director for Communications
Term of Employment: 12 months
Salary: Appropriate Central Office Administrator Salary
FLSA Exempt/Non-Exempt: Exempt
Qualifications:
  • Master’s degree in communications, public relations, journalism, English, education or a related field OR Bachelor’s degree in communications, public relations, journalism, English, education or related field
  • Three to five years of experience or training in public relations or journalism
  • Or any equivalent combination of training and experience that provides the required skills, knowledge and abilities

Essential Job Functions:

• Develops and coordinates overall public relations program for the school system
• Serves as information liaison between the school system and the community at large
• Serves in public relations advisory capacity to the Superintendent and coordinates public appearances, activities, communications and presentations as requested
• Develops, coordinates and disseminates district-based publications
• Oversees and manages the school district’s Connect-ED phone messaging system
• Prepares/distributes publications, promotional/information materials, design ads, announcements, etc. to enhance communications within the school system and the community
• Designs and publishes the school district’s yearly calendar
• Prepares/dissemimates news releases while maintaining open communications with local media
• Monitors news publications and other media coverage at local, state and national news and distributes information to appropriate personnel
• Provides information and materials to new residents, businesses, realtors and other interested parties
• Is knowledgeable of Freedom of Information/Public Documents law, responds to public requests for such information accordingly and advises district-level officials and schools on matters relating to dissemination of public information
• Provides consultation and editing services for school board documents including, but not limited to, agenda and minutes
• Provides consultation on internal communications as directed by the Superintendent
• Serves as a resource to schools and district-level departments in the preparation of publications, reports, news releases and other materials
• Represents the school system in interaction with community agencies and organizations as requested by the Superintendent
• Attends staff meetings, etc. to gain knowledge of major programs and directions of the system
• Serves on Superintendent’s Senior Staff
• Oversees and maintains content of the school district’s website and social media presence
• Serves as the district volunteer coordinator and supervises the volunteer program for the school system
• Conducts workshops on customer service, media relations and crisis communication
• Coordinates Key Communicators and district-level Parent Advisory Council
• Coordinates the district’s Growing to Greatness Award program and all other recognitions at School Board meetings
• Serves as the staff liaison to the Moore County Public Education Foundation and provides support for marketing and development efforts. Performs other duties and responsibilities as assigned by Superintendent.
Physical and Cognitive Requirements:

The major physical and cognitive requirements listed below are applicable to this job classification within Moore County Schools.

Work in this classification is considered **light physical work** requiring the exertion of up to 20 pounds of force occasionally and a negligible amount of force frequently or constantly to move objects.

Must be able to:

- operate a variety of equipment including computers, copiers, overhead projectors, and data projectors
- operate a motor vehicle
- compare, interpret, analyze and generate data and apply basic principles of statistics
- listen and communicate effectively in order to gather, convey or exchange information, including giving instructions, assignments or directions to subordinates or assistants
- respond appropriately to inquiries or complaints
- use tact and courtesy when working and dealing with community
- read, comprehend, and prepare various kinds of communication and information including emails, correspondence, reports, articles, proposals, contracts, policies, charts, spreadsheets, curriculum documents, staff development plans, educational forms and data
- write using prescribed formats and conforming to all rules of punctuation, grammar, diction, and style
- speak before groups of people with poise, voice control and confidence
- apply principles of logical, critical, creative or scientific thinking to define problems, collect data, establish facts, and draw valid conclusions
- deal with abstract and concrete variables
- demonstrate and apply common sense understanding to carry out simple instruction and to make simple decisions
- interpret, infer, analyze, synthesize, and evaluate materials, resources, situations and problems to generate options and solutions
- interpret and carry out oral and/or written instructions
- demonstrate continued professional curiosity and growth
- communicate effectively and efficiently in a variety of settings, using appropriate terminology and by telephone and email
- hear, speak, read, record, and explain information, communication, and procedures
- perform basic math functions to understand and interpret data, to balance budgets
- deal fairly with people beyond giving and receiving instructions
- perform under stress, deal with persons acting under stress and displaying emotional distress and adapt when confronted with emergency situations