

JOB DESCRIPTION

TITLE EXECUTIVE DIRECTOR OF COMMUNICATIONS SERVICES

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education/ Experience	Bachelor's degree in Communications/Media, Journalism, Public Relations or other related discipline. Three years experience in publications design and development or media communications, preferably some of which interpersonal and communications skills. Ability to communicate clearly and concisely, both orally and in writing. Expert editorial skills and demonstrated word processing and desktop publishing programs. General knowledge of educational systems.
Language Skills	Ability to read, analyze, and interpret the most complex documents. Ability to respond effectively to the most sensitive inquiries or complaints. Ability to write speeches and articles using original or innovative techniques or style. Ability to make effective and persuasive speeches and presentations on controversial or complex topics to top management, public groups and/or school board.
Mathematical Skills	Ability to work with mathematical concepts such as probability and statistical inference, and fundamentals of plane geometry. Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.
Certificate/License	N/A
Reasoning Ability	Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.
Physical Demands	The physical demands described here 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. While performing the duties of this job, the employee is required to sit, talk and hear; stand and walk; use hands to finger, handle, or feel; reach with hands and arms. The employee occasionally lifts and/or moves up to 25 pounds. Specific vision ability required by this job includes close vision, distance vision, and the ability to adjust focus. The employee

shall remain free of any alcohol or non-prescribed controlled substance in the workplace throughout his/her employment by the District.

Work Environment The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually quiet.

REPORTS TO Chief Administrative Officer

GENERAL RESPONSIBILITIES

1. Directs all personnel in the Communications Services Department and oversees all department functions.
2. Provides overall leadership in and supervision of all District communication activities.
3. Maintains an open line of communication with District and school-based administrators.

SPECIFIC RESPONSIBILITIES

1. Serves as the official Public Information Officer for the Collier County Public Schools (CCPS) to include official liaison with all news media representatives.
2. Coordinates the media outreach function of the District and its schools including dissemination of news releases and media advisories, and arranging of news conferences or media briefings.
3. Facilitates crisis communication to the media and public during all District and school emergencies, working closely with the Superintendent and the Chief Administrative and Chief Operations Officers.
4. Coordinates development and implementation of a broad scope, multi-faceted public information, public relations, and marketing program to effectively serve local citizens and District and school staff with accurate, timely, and complete information concerning the District and its schools, and to garner support for the District and its schools.
5. Develops pro-active means of reaching the community with word of the activities, events and programs of the District and its schools.
6. Develops a marketing plan designed to “brand” the District and its schools by planning, developing, and implementing the strategic design of marketing initiatives to create awareness of the work of the District and its schools on a local, state, and national level.
7. Markets the successes of the District and its schools including information relating to college acceptance and scholarship awards.
8. Researches relevant issues impacting public education locally, statewide, and nationally.

9. Researches best practices of communications services departments of school districts in Florida and across the United States.
10. Updates all district and school staff with timely information via “blast” e-mails to all district and school e-mail users.
11. Coordinates implementation of the District’s “expert” model of media relations in responding to media inquiries and requests in a timely manner by arranging reporter interviews of appropriate District and/or school administrators and arranging news conferences when appropriate.
12. Oversees the District Web site to include coordination of the maintenance and updating of all content to enhance effective communications between the District and stakeholders. Oversees coordination of the work of individual school web sites and Webmasters.
13. Oversees coordination of the electronic agenda (e-Agenda) for School Board meetings.
14. Coordinates District and school use of emerging social networking communications technology.
15. Manages the Education Channel, the District’s cable TV access channel, and coordinates program development for and promotion of the channel. Oversees the video production and TV production functions of the District including production of videos and programs focused on District programs and initiatives.
16. Oversees production of all District print and electronic publications.
17. Oversees the front desk or customer service functions of the Dr. Martin Luther King, Jr. Administrative Center including the reception and switchboard functions.
18. Assists the Superintendent with public presentations, upon request, and with preparation of written material to be placed under his name in publications.
19. Attends all School Board Meetings and School Board Workshops unless excused by the Superintendent. Oversees telecasting of all school board meetings and workshops.
20. Publicizes accomplishments of the District, its schools, staff and students.
21. Coordinates preparation and presentation of all formal recognitions of staff and students, and appropriate community organizations, conducted at regular meetings of the District School Board of Collier County.
22. Serves as the District liaison to the Florida State Legislature.
23. Oversees coordination of the District’s annual Legislative Priorities statements. Oversees distribution of materials to the Southwest Florida legislative delegation.
24. Assists the principals of Immokalee Technical Center (iTECH) and the Lorenzo Walker Institute of Technology (LWIT) in the marketing and promotion of their schools so as to

attract attendees, by focusing attention on programs offered and job placement success.

25. Provides training relative to communications and media and public relations processes and procedures for District employees.
26. Coordinates special District activities, events and programs.
27. Coordinates a quarterly Community Academy, inviting the public to attend to learn about the District, its programs, and services.
28. Works cooperatively with the District Coordinator of Grants to develop communications and marketing campaigns intended to garner community support of the District and its schools to enhance the grant efforts of the District.
29. Performs other duties as assigned.