

PINELLAS COUNTY SCHOOL DISTRICT, FLORIDA

PCSB: 0227
Pay Grade: C10

FLSA: Exempt
Administrative

DIRECTOR, STRATEGIC COMMUNICATIONS
<p>REPORTS TO: Chief Strategy and Impact Officer</p>
<p>SUPERVISES: Public Information Officer Manager, Multimedia and TV Operations Communications Coordinators Social Media and Marketing Coordinators Webmaster Support Staff</p>
<p>QUALIFICATIONS: Bachelor's degree from an accredited college or university in Communications, Journalism, Public Relations or related field. Five (5) years professional experience in communications, public relations or public information, including experience with public schools, a large nonprofit organization or governmental agency. Demonstrated ability to work with stakeholders including families, governmental agencies and the business community. Demonstrated effective oral and written communication skills, media relations, and knowledge of theory, practices, materials and methods used in communication. Demonstrated ability to target messages to different audiences. Ability to develop and maintain effective working relationships with all levels of employees.</p> <p>PREFERRED: Master's degree with five (5) years' experience in a managerial or supervisory capacity in the area of Communications or Public Relations. Experience with multimedia/audio-video/production and postproduction.</p>
MAJOR FUNCTION
<p>The Director, Strategic Communications is a critical member of the Strategy and Impact leadership team and is responsible for the comprehensive strategies and direction of internal and external communications for Pinellas County Schools. In alignment with the District Strategic Plan, the Director leads the work of planning, developing, implementing and evaluating a communication plan that leverages a full continuum of mediums including electronic platforms, traditional and digital media and multi-media strategies to increase the public's awareness and internal knowledge of district initiatives, programs, goals and significant programs outcomes and accomplishments in alignment with the district's overall strategic vision, mission and District Strategic Plan goals and objectives.</p> <p>In collaboration with the Strategy and Impact leadership team, the Director oversees the communication of district action and innovative continuous improvements which support a culture of rigorous learning with increased outcomes for all students.</p>
ESSENTIAL RESPONSIBILITIES
<ul style="list-style-type: none"> • Serves as the district's primary communications officer, providing information on educational policies, programs and administrative operations. • Supervises and provides developmental support and evaluation for a staff of professionals in Strategic Communications. • Leads the district's communications team in its efforts to facilitate and ensure two-way communication between internal and external stakeholders.

DIRECTOR, STRATEGIC COMMUNICATIONS

ESSENTIAL RESPONSIBILITIES (Continued)

- Oversees technology-related communication strategy implementation for districtwide communications, meetings and/or events (e.g., virtual meeting streaming/interactive systems, district message notification system, email marketing software, etc.)
- Implements and analyzes a variety of data, polls, surveys, evaluations and other measures to gauge the effectiveness of district communication efforts in order to improve communication with stakeholders.
- Builds positive relationships and coalitions. Maintains visibility and works collaboratively with internal and external stakeholders at all levels.
- Directs and manages media relations, crisis communications, the district website, social media sites, community relations, internal/external communications, school and district marketing plans and promotions, and the production and development of district publications and collateral materials.
- Interacts and collaborates with all district departments in an effort to collect, synthesize and deliver information to all internal and external stakeholders including board members, PCS staff, families, community members, partners and governmental agencies.
- Leads and coordinates internal and external communication plans on major strategic plan and district initiatives.
- Directs and oversees the flow of information from the district office and schools to ensure open and credible media relations.
- Facilitates cross-functional problem-solving and work between and among schools, work teams and district departments to provide unified communication messaging.
- Manages and oversees proactive media relations on a daily basis with local, state and national press/reporters.
- Develops and maintains brand standards and ensures adherence to expectations.
- Directs and oversees the development and implementation of marketing and communication training opportunities for district- and school-based administrators and staff.
- Responsible for the development of compelling copy for a variety of media, publications and regular communication with internal and external stakeholders.
- Supports members of the superintendent's executive leadership team with their communication efforts to schools and stakeholders.
- Leads, oversees, coordinates and/or supports districtwide special events (both in-person and virtual) including, but not limited to award ceremonies, community meetings, ribbon cuttings/groundbreakings and recognition events.
- Maintains current on communication trends, platforms, equipment and guidelines to ensure high-quality publications across all mediums.
- Compiles and curates district submissions for regional, state and national awards.
- Serves as the superintendent's representative and liaison to board members, facilitating a two-way flow of information and fulfilling members' requests for information and their linkages to internal and external stakeholders.
- Attends school board meetings, workshops and other events, as assigned.
- Maintains professional availability on nights, weekends and holidays to support school and district communication needs as they arise.
- Serves as a member of the superintendent's executive leadership team.
- Performs other related duties as assigned.

TERMS OF EMPLOYMENT

Salary and benefits shall be paid consistent with the district's approved compensation plan. Length of the work year and hours of employment shall be established by the District.

Performance of the job will be evaluated in accordance with provisions of the School Board's policy on evaluation of personnel.

The above statements are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities and duties required of those in this classification.

HISTORY OF JOB CLASSIFICATION

ISSUED: 10/09, LMCK; BOARD APPROVED: 10/27/09; REVISED TITLE, MF, D&R, PAYGRADE 11/11 LMCK; BOARD APPROVED: 12/06/11, REFORMATTED AND REVIEWED 11/13 LM; REVISED SUPERVISES AND QUALIFICATIONS 9/14 CH; BOARD APPROVED: 9/23/14; REVISED REPORTS TO, SUPERVISES, MQ, MF, ER 05/10/21 LM; BOARD APPROVED: 06/08/21; REVISED MFs, ERs, 3/14/22 LM; BOARD APPROVED: 4/26/22

DIRECTOR, STRATEGIC COMMUNICATIONS

WORKING CONDITIONS & PHYSICAL EFFORT:	Seldom Or Never	Monthly	Weekly	Daily	Hourly
1. Lift objects weighing up to 20 pounds			X		
2. Lift objects weighing 21 to 50 pounds	X				
3. Lift objects weighing 51 to 100 pounds	X				
4. Lift objects weighing more than 100 pounds	X				
5. Carry objects weighing up to 20 pounds			X		
6. Carry objects weighing 21 to 50 pounds	X				
7. Carry objects weighing 51 to 100 pounds	X				
8. Carry objects weighing 100 pounds or more	X				
9. Standing up to one hour at a time				X	
10. Standing up to two hours at a time			X		
11. Standing for more than two hours at a time		X			
12. Stooping and bending		X			
13. Ability to reach and grasp objects				X	
14. Manual dexterity or fine motor skills					X
15. Color vision, the ability to identify and distinguish colors				X	
16. Ability to communicate orally					X
17. Ability to hear					X
18. Pushing or pulling carts or other such objects		X			
19. Proofreading and checking documents for accuracy					X
20. Using a computer to enter and transform words or data					X
21. Using various technology tools					X
22. Working in a normal office environment with few physical discomforts					X
23. Working in an area that is somewhat uncomfortable due to drafts, noise, temperature variation, or other conditions	X				
24. Working in an area that is very uncomfortable due to extreme temperature, noise levels, or other conditions	X				
25. Working with equipment or performing procedures where carelessness would probably result in minor cuts, bruises or muscle pulls	X				
26. Operating automobile, vehicle, or van	X				
27. Other physical, mental or visual ability required by the job	X				

Director, Strategic Communications – ADM