

<b>Job title</b>	<i>Director of Communications – Marketing</i>
<b>Exempt</b>	<i>Yes</i>
<b>Salary</b>	<i>Classified Administration</i>
<b>Location</b>	<i>Plymouth Community School Corporation</i>
<b>Reports to</b>	<i>Superintendent</i>

**Job purpose:**

The Director of Communications-Marketing is responsible for the management of Plymouth Community School Corporation communication to all audiences. This includes communicating and promoting opportunities and information about the Corporation to community members, families, local media, and others to increase community engagement with our schools while making sure the Corporation brand is consistently represented across all mediums.

**Duties and responsibilities: *Other duties may be assigned***

- Creates, develops, and implements communication tools for the school, community, and the Corporation, including newsletters, flyers, social media sites, press releases, and websites/pages to maximize community, staff, and family engagement.
- Acts as a liaison between the school and families, the community, and outside community organizations and businesses.
- Becomes aware of and is active in community initiatives.
- Plans, develops, and implements a variety of public relations strategies and tools and works with the executive team to develop and coordinate the Corporation's district outreach plan.
- Coordinates communication tools for all staff to ensure consistent message and branding of staff communications. Works with staff to ensure they are aware of and using appropriate communication strategies and mediums.
- Develops and maintains working relationships with local media and community organizations and coordinates regular communication to encourage press coverage.
- Writes and publishes press and bulletin releases regarding events or student accomplishments. Pitch stories to local newspaper editors and reporters.
- Develops, manages, schedules, and implements home, school, community, and volunteer partnership opportunities for the Corporation and communicates these opportunities to families, community members, businesses, and local media.
- Manages the measurement of performance analytics for all digital communications.
- Demonstrates the ability to provide leadership.

**Qualifications:**

- Education
  - Bachelor's degree in Communications, Public Relations, Marketing, Business, or related field or significant relevant work experience in those areas.
- Certificates, Licenses, Registrations
  - Valid state driver's license – operator permit.
- Other Skills and Abilities:
  - Strong verbal and written communication skills.
  - Strong interpersonal skills and ability to interact effectively with diverse populations.

- Excellent organizational and time management skills.
  - High degree of self-motivation and ability to work with minimum supervision.
  - Excellent computer skills and familiarity with Apple products.
  - Familiarity with website and social media content.
  - Experience writing press releases and other communication and promotional material.
- **Language and Mathematical Skills:**  
 Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals. Ability to write routine reports and correspondence. Ability to effectively present information in one-on-one and small group situations to supervisor and other employees of the organization.  
  
 Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to complete rate, ratio, and percent and to draw and interpret bar graphs.
  - **Reasoning Abilities:**  
 Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

#### **Working Conditions:**

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.

#### **Physical requirements:**

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 frequently required to sit, talk and hear. The employee frequently is required to stand; walk; use hands to finger, handle, or feel objects, tools, or controls; reach with hands and arms; and climb or balance. The employee is occasionally required to sit; stoop, kneel, crouch, or crawl; and taste or smell.
- The employee must frequently lift and/or move up to ten (10) pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

#### **Terms of Employment:**

- 220 Days as per the Classified Conditions of Employment

#### **Evaluation:**

An evaluation will be done on the employee's performance after the first thirty (30) days and then on an annual basis.

<b>Approved by:</b>	<i>Melissa D. Hawthorne</i>
<b>Date approved:</b>	10-11-22
<b>Reviewed:</b>	12-08-22

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