

## **CHISAGO LAKES SCHOOLS, ISD #2144**

**TITLE:** Director of Community Engagement and Outreach

### **QUALIFICATIONS:**

1. Minimum of a 2 year degree with specialization in one or more of the following or similar fields: communications, journalism, public relations, graphic design and education.
2. Background working in communications for a local government or professional entity.
3. Self-motivated
4. Servant-leader
5. Detail-oriented
6. Ability to work independently.
7. Ability to work with multiple internal parties and external stakeholders.
8. Excellent writer, editor and proofreader.
9. Proficient in Google and Microsoft suite applications
10. Must possess a thorough understanding of communications. Communication experience with schools is desirable.
11. Strong interpersonal skills. Ability to communicate effectively orally and in writing.
12. Considerable knowledge of and ability to use word processing, graphics, desk-top publishing, lay-out and design, web design and content management, video production, technical writing and reporting.
13. Such alternatives to the above qualifications the Board may find appropriate and acceptable.
14. Proficient in video editing, Publishing platforms such as Canva, Smore, InDesign, Photoshop, social media, etc.

**REPORTS TO:** Superintendent and Director of Community Education

**JOB GOAL:** The D of CE and O will be responsible for developing and implementing communications, marketing and engagement programs for the School District.

### **PERFORMANCE RESPONSIBILITIES:**

1. Assists the Director of Community Education and Superintendent in the management and delivery of the Chisago Lakes Schools communication plan.
2. Manages District-wide Communications, coordinates news and information dissemination from building sites.
3. Assists the Superintendent or Designee with the preparation and coordination of communication in the event of an emergency or disaster.
4. Create a system that provides rapid and accurate responses to questions from residents and other constituencies.
5. Manages and maintains the school district website and web portal access with an emphasis on promoting two-way communication.
6. Creates and/or develops and distributes, as needed, to appropriate audience, news media, or other special interest publication:
  - Paid advertisements for placement;
  - News releases and newsletters; Supports the Admin team's monthly articles and media contributions.
  - School events, activities and programs.
  - Social media such as Facebook, Twitter, etc.; Monitors our social media for opportunities to educate.
7. Coordinates marketing activities to encourage in-district and out-district parents to choose the Chisago Lakes Schools.
8. Serves as a Liaison between members of the community seeking access to school resources and information.
9. Create and support a community outreach plan for district leadership to increase involvement in the community and direct access to district staff, including the Superintendent, department directors and principals.
10. Helps plan and coordinate special events for Chisago Lakes Schools and attends District meetings as assigned (note: some evening and weekends).

11. Review and regularly update methods of informing the public of school board activities, including agenda, background materials and outcomes from each board meeting.
  - a. Member of the Audio/Visual/Tech rotation for Board Meetings
12. Creates content to support staff training and recruiting through videos; resources, and other employee information (internal communications).
13. Lead role on any District Levy or Bond campaign.
14. Maintains the District's Emergency Response plans in collaboration with the Director of Buildings and Grounds, the Director of Technology and the Superintendent.
15. Create an appropriate system of continuous improvement for communications activities of the district.
16. District Grant Writing and Facilitation
17. Performs other duties and assumes other responsibilities as apparent or assigned.

#### **OTHER USEFUL SKILLS AND EXPERIENCE**

1. Experience in coaching, training or otherwise developing public speakers and communicators.
2. Experience in designing and implementing communications assessment systems.

TERMS OF EMPLOYMENT: Salary and work year to be established by the Board of Education.

EVALUATION: Performance of this job will be evaluated annually in accordance with the provisions of the Board's policy on evaluation of non-certified personnel.

05/2022