



## RANDOLPH TOWNSHIP SCHOOLS JOB DESCRIPTION

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**TITLE:** Director of Communications and Digital Media

**REPORTS TO:** Superintendent

**QUALIFICATIONS:**

1. BA/BS in communications, journalism or marketing required
2. 3 or more years' experience in marketing or communications
3. Extensive knowledge and use of social media in order to build a positive online presence
4. Superior communication, interpersonal and organizational skills
5. Experience establishing and maintaining a positive district brand on social media
6. Demonstrated knowledge of public relations and communication programs
7. Experience planning and producing publications
8. Proficient and competent in current computer technology
9. Required criminal history background check and proof of U.S. citizenship or legal resident alien status

**GENERAL DESCRIPTION:**

The director will develop, oversee and implement a plan with regard to all school district communications and messaging via news delivery, website and social media management. The director will collaborate and work with the district's administrative team to maintain a positive brand identity for the school district and its six schools. Public relations services shall not comprise more than fifty (50) percent of the Director's duties.

**ESSENTIAL JOB FUNCTIONS:**

1. Serves as information liaison within the school system and with the news media and school/community organizations.
2. Is responsible for the development and implementation of a plan for internal and external communication to keep all stakeholders informed of district policies, programs, and special events.
3. Participates in review of communications with parents, staff, other agencies, and the community that are required by law or administrative code to ensure compliance.
4. Sets objectives for the district's public information program and plans an annual budget in consultation with school administrators.
5. Coordinates, and/or assists in creation and the distribution of all school district publications and news releases.
6. Responds to requests for public information about the district's policies and programs.
7. Serves as main media liaison for the District.
8. Coordinates and approves all media contact; writes and/assists with all press materials.
9. Recommends to the Superintendent policies to enhance the effectiveness of district communications.
10. Plans and supervises the periodic polling of public opinion regarding the district's schools and/or current issues in education.
11. Serves as an advisor for the development of school budget/referenda presentations and prepares related publications.
12. Develops, composes, edits, produces and distributes informational print materials as required.
13. Serves as webmaster and is responsible for content and development and maintenance of District website.
14. Maintains and manages the overall brand on social media and responsible for content development and management of District digital media.
15. Serves as a communication consultant for building principals as needed.

16. Manages the school district's instant alert system.
17. Attends Board of Education and other district meetings as needed.
18. Assists in survey research development of parents, faculty, staff and students on District issues.
19. Maintains all elements of the District communication plan.
20. Maintains the document retention schedule.
21. Oversees the district's compliance with the Open Public Records Act as custodian of records.
22. Performs other related duties as may be assigned by the Superintendent.

WORK YEAR: Twelve-month employee  
DATE APPROVED:  
APPROVED BY: Board of Education