**Job Title:** Director of Communications and Community Engagement  
**Department:** District Office  
**Reports To:** Superintendent  
**FLSA Status:** Exempt  
**Position Status:** Full Time Position,  
**Salary:** Dependent on Qualifications ($58,974.00 - $79,446.00)

**POSITION OBJECTIVE:**  
The Director of Communications and Community Engagement is instrumental in organizing and conducting community affairs and marketing programs for the school district; serving as primary contact with the District’s external communities to encourage community agencies or groups to form partnerships with schools; through various media, communicating District goals, issues, achievements, programs and activities to employees, parents and the general community; developing a comprehensive marketing program which includes but is not limited to social media, television, radio and print media; developing in-district videos; and enhancing the District’s communication methods.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:** (These duties are a representative sample; position assignments may vary.)

- Serves as primary public information office (PIO) in emergency and/or disaster-related event.
- Assists the Superintendent in the development of marketing techniques that enhance the total district and highlights the valued relationship with the staff and community.
- Imparts public information in a transparent manner.
- Develops and produces videos to market the District.
- Assumes responsibility for the District’s public information program.
- Maintains open lines of communication with all community organizations and provides responses to requests for public information about the District.
- Serves as liaison between the District and the news media.
- Coordinates all news releases and press conferences.
- Attends Board meetings and plans/presents celebrations such as: Teacher of the Year and staff and student recognitions.
- Assists reporters covering the Board meetings, public hearings and other District functions.
- Works with appropriate District staff to serve as liaison with the press in times of crisis involving the District.
- Serves as liaison between schools and the news media by assisting school and District administration in publicizing and promoting performances, exhibitions, displays or special programs.
- Continually reviews the manner in which the website can be a more effective and efficient means of communicating with parents and staff.
- Oversees the publishing of staff newsletters, Governing Board and Superintendent’s Reports, or messages to staff and community.
- Develops or works with other staff in developing means of providing more information to staff and community through social media and technology.
- Assists with preparing and distributing brochures and other materials enhancing the District’s community relations.
- Recruits and places volunteers, completing all requisite paperwork.
- Stays abreast of professional practices in the field.
- Assists with the development of a school/business partnership program.
- Works with schools and District departments to effectively coordinate business partnerships.
- Sources and secures sponsorships.
- Conducts market research such as customer questionnaires and focus groups.
- Contributes to and develops marketing plans and strategies.
- Performs other tasks as assigned by the Superintendent.
EDUCATION & EXPERIENCE:
Required Education:
- Bachelor's Degree
- Experience in marketing, journalism, communications, public relations, or a related field

Preferred Experience:
- Experience working in a like position in a school or school district

SKILLS:
- Experience in designing/writing special project/program proposals
- Demonstrated understanding of volunteer and partnership development and implementation
- Knowledge of District goals, regulations and/or laws
- Experience working with entities, community leaders and organizations
- Demonstrated leadership skills in development and administration of volunteer and partnership processes and projects
- Excellent communication skills and demonstrated ability to work effectively with staff and community
- Experience utilizing various social media platforms

PHYSICAL REQUIREMENTS:
Positions in this classification typically require: stooping, kneeling, crouching, standing, walking, sitting, finger or manual dexterity, repetitive finger motion, speaking, hearing, seeing (with correction), focusing ability, or other factors applicable for the job. Employees may be subject to travel, odors, dusts, poor ventilation, workspace restrictions, and loud noises. Employees may be required to lift or exert up to 20 pounds of force to move objects occasionally, and up to 10 pounds of force to move objects.

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.

NOTICE OF NON-DISCRIMINATION
The Apache Junction Unified School District does not discriminate on the basis of age, race, color, national origin, religion, sex (including sexual preference/identity) or disability in its employment practices.