

Red Wing Public Schools Position Description

Communications Manager

General Information

Department:	District Administration and Support
Unit:	Program Directors and Supervisors
Immediate Supervisor:	Superintendent
Grade Placement:	18/815
FLSA Status:	Exempt

Position Summary

Develop, implement and lead the communications strategy of the Red Wing School District to advance its mission and vision where student success is foremost. Effectively communicate and promote the district's operations and achievements to the community, district employees and stakeholders. The Communications Manager must effectively use written materials and technology to communicate with all constituents as well collaborate and foster internal and external relationships.

Essential Duties and Responsibilities

1.	<p>Develops, organizes, and implements a comprehensive communications plan.</p> <ul style="list-style-type: none"> • Supervises and directs the communication efforts of the school district. • Provides professional expertise and assistance to district departments, individuals, other district staff and the community concerning district wide communications. • Advise and assist Administrative and Leadership Teams in communicating a positive image of the district. • Advise and assist Administrative and Leadership Teams in developing a communication plan in times of crisis. • Assist, guide and coordinate with staff, teachers and coaches in their communication efforts. • Serve as a RWHS Aerie adviser or co-adviser.
2.	<p>Organize and facilitate the marketing and branding of Red Wing Public Schools and its programs through print and electronic mediums.</p> <ul style="list-style-type: none"> • Ensure that Red Wing Public School branding is consistent district wide. • Determine annual marketing and communication objectives, prepare and monitor assigned resources and evaluate the success of marketing and communications strategies. • Evaluate communication activities for the purpose of improving services. • Stay abreast of Minnesota's changing communication laws.
3.	<p>Coordinates internal and external communications for the purpose of communicating district initiatives, events, and strategic plan activities.</p> <ul style="list-style-type: none"> • Provide logistics support for department administrators for special events and community presentations. • Assist in carrying out referenda informational campaigns. • Collaborate with internal and external stakeholders for the purpose of building effective communication and enhancing relationships to achieve district goals and objectives.
4.	<p>Performs public relations and promotional activities to communicate the programs and services offered through Red Wing Public Schools.</p>

	<ul style="list-style-type: none"> • Write and prepare newsletters, marketing materials and publications. • Proof and approve all catalogs, registration materials, and prominent print materials. • Oversee and assist staff in managing website content, marketing materials, district brand image, social media, educational channel, brochures and email. • Lead the management, monitoring, and measurement of the school’s social media platforms such as Facebook, Twitter, LinkedIn, Instagram and YouTube through a wide variety of content development (news stories, blog articles, photography, video, podcasts, etc.). • Develop and maintain a program of public and community relations with parents, district staff, community agencies and the public at large. • Meet with individuals or groups to provide information, explain programs, and address obstacles. • Assist in the collection and processing of customer feedback to improve programs and marketing initiatives.
5.	<p>Initiates and maintains partnerships and collaborative relationships within the school district, and with private and public agencies and organizations to better meet the communication needs of the school district.</p> <ul style="list-style-type: none"> • Develop and provide training modules for department staff related to web style guidelines. • Consult with vendors that specialize in communication and marketing strategies as well as other outside vendors. • Collaborate with other government entities, businesses, and community communication leaders.
6.	Recommend and monitor the Communications budget.
7.	Performs other duties of a comparable level or type as apparent or assigned by his or her supervisor(s).

Required Education, Training, and Work Experience

Required Education / Training: Bachelor’s Degree, MA preferred

Major Field of Study or Degree Emphasis: Degree in journalism, communications, public relations, mass communications, marketing or a related field

Required Work Experience: 3 years of related professional experience in public relations and or media work.

Essential Knowledge and Skills Required to Perform the Essential Functions of the Position

- Excellent communication skills: writing, speaking and listening.
- Skill in writing promotional and informational publications, reports, presentations, media releases, speeches and other communications products.
- Knowledge of communication planning, implementation, and evaluation.
- Knowledge of the principles and practices of journalism and media relations.
- Ability to respond effectively to common inquiries or complaints from administrators, district employees, residents, school district families, and members of the School Board.
- Ability to effectively present information to administrators, district employees, school district families, and members of the School Board.
- Skills in video production and photography.

- Experience in distributing photos and videos on multiple platforms.
- Strong interpersonal communications skills; able to work with a diverse population and a changing demographic.
- Experience in promoting and marketing within public education setting preferred.
- Able to meet deadlines and schedules. Plan and manage multiple projects.
- Flexible to changing conditions; making quick and accurate decisions under circumstances that may involve frequent interruptions and changing priorities.
- Able to develop effective working relationships internally and externally.
- Ability to interact effectively with individuals and groups in a variety of settings, with persons of diverse backgrounds, experiences and agendas.
- Ability to produce materials in a variety of formats for diverse populations.
- Flexible with a non-traditional work schedule.
- Operate standard office equipment including utilization of pertinent software and website applications. Have experience in Microsoft Office, website management and working knowledge of social media.
- Understand and maintain the highest level of confidentiality and discretion.

Typical Physical Demands for this Position

Summary of Physical Job Requirements:

Physical requirements associated with the position can be best summarized as Sedentary Work: Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull, or otherwise move objects in the performance of the job.

Physical Job Requirements:

	Amount of Time Spent			
	None	1/3 or Less	1/3 to 2/3	Over 2/3
Physical Activities				
Stand		X		
Walk		X		
Sit			X	
Use hands to finger, handle or feel			X	
Reach with hands arms		X		
Climb or balance	X			
Stoop, kneel, crouch or crawl		X		
Talk or hear				X
Taste or smell	x			
Lifting / Forcing Exerted				
Up to 10 pounds			X	
Up to 25 pounds	X			
Up to 50 pounds	X			
Up to 100 pounds	X			
Over 100 pounds	X			

Unusual or Hazardous Working Conditions Related to Performance of Duties:

Duties are generally performed in a typical office/classroom/school setting where there are minimal environmental hazards and risks. Employee(s) may be exposed occasionally to disagreeable conditions involving human/student/parental contact.

Classification History and Approval

Created: 07/08/2021

Banded: 07/08/2021

Revised: 07/14/2021