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MEMORANDUM

TO: Board of Education
Dr. Mary B. Pfeiffer, District Administrator

FROM: Victoria L. Holt, Assistant District Administrator of Human Resources & Central Services *vlh*

DATE: January 29, 2013

RE: **Communications Manager**

The District Communication Committee is requesting support from the Board of Education to approve an Exempt position for a Communication Manager. Attached please find a copy of the revised job description for the Communication Manager position. The changes to the job description are noted in bold print.

The anticipated salary requirement for the twelve month Exempt position would be between \$48,000 - \$58,000 annually.

NEENAH JOINT SCHOOL DISTRICT

POSITION TITLE: **Communications Manager**

ACCOUNTABLE TO: District Administrator

SCOPE:

The Communications Manager will provide communication services to the district, the schools and the Board of Education.

SUMMARY STATEMENT:

Under the direction of the District Administrator, while working with all Administrators, the Communications Manager will be responsible for:

- Executing the communications plan created by the district's Communications Committee.
- Ensure the proper flow of information between the district, school board and schools and when necessary, manage these processes.
- Anticipate communications challenges and opportunities and consult with staff and board members accordingly.
- Facilitate quarterly meetings of the Communications Committee.

MAJOR AREAS OF ACCOUNTABILITY:

- Provides professional public relations counsel and assistance to the administration, school board, school staff, parent groups and student groups.
- Execute the communications plan and update and improve the plan on an ongoing basis.
- Serves as liaison person between the district and the news media and supervises the production and distribution of news releases.
- Serves as district spokesperson as needed.
- Cooperates with district administrators and other staff members, as appropriate, in publicizing and promoting performances, exhibitions, displays, dedications or special programs sponsored by the schools and open to the public.
- Oversees the writing and production of the staff and community newsletters including hard copy and digital newsletters.
- Prior to final publication, reviews and edits all district publications which will be disseminated to the general public.
- **Provides support to the District by accessing, monitoring and posting communications on Twitter, Facebook, CMS4 Schools, BBoard Connects, and First Class.**
- **Demonstrates competency in using technology to assist in communication (multimedia: movie editing, Power Point, Animoto).**
- Recommends innovative avenues of communication for external and internal audiences.
- Solicits feedback through formal and informal means on activities, products and purposes of the community relations program and the school district in general.
- Develops and maintains accurate records of the district's public relations program.
- Expedites responses to inquiries and complaints received by the department from citizens, news media and school personnel.
- Serves as information liaison between the school district and the community.
- Researches and writes articles.

EDUCATION/WORK EXPERIENCE REQUIREMENTS:

- Bachelor's degree in public relations, mass communications, or equivalent experience.
- Professional experience in a full-time public relations position.
- Working knowledge of internal and external public relations programs.
- Mastery of communications skills.
- Understanding of the importance of two-way communication.
- Experience in planning, implementing and evaluating communications.
- Accreditation by the National School Public Relations Association or Public Relations Society of America preferred, but not required.
- Evidence of adherence to the code of ethics of the public relations profession.

Note: All requirements are subject to modification to reasonably accommodate individuals with disabilities. This document does not create an employment contract, implied or otherwise. Management retains the discretion to add duties or change the duties of this position at any time.

The anticipated salary requirement for this twelve month **Exempt** position will be between \$48,000 and \$58,000, and will be based upon education and experience.