

**MAYFIELD CITY SCHOOL DISTRICT
JOB DESCRIPTION**

Title:	Director of Community Relations
Reports To:	Superintendent
Position Status :	12-month administrative contract (Section 3319.02 – ORC)
FLSA Status:	Exempt
General Description:	<ol style="list-style-type: none"> 1. Provide leadership in effective two-way communication between and among the schools, their communities, and the media. 2. Promote a positive District image through events and activities.
Qualifications:	<ol style="list-style-type: none"> 1. Degree from an accredited college or university in journalism or public relations or equivalent work experience. 2. Successful work experience in writing, editing, layout and design, and photo-journalism. 3. Demonstrated ability to work with people individually and in groups. 4. Proficient in computer skills and knowledge of applications necessary to access timely and relevant information and be able to disseminate same. 5. Good health, high moral character, and good attendance record. 6. Additional qualifications as the Board of Education may require.
Physical/Other Requirements:	<ol style="list-style-type: none"> 1. Able to access classroom, office, and appropriate areas of school and District property and facilities. 2. Strong communication and interpersonal skills. 3. Able to present information to individuals, small groups, and large groups in a clear and compelling manner. 4. Able to work successfully with students, parents, teachers, administrators, and the community. 5. Suited for situations that require the ability to plan ahead, yet remain flexible enough to adapt to new situations or react to emergencies. 6. Suited for situations that require the ability to interact well with other people, but also the ability to work independently.
Performance Responsibilities (Essential Functions*):	
<ol style="list-style-type: none"> 1. * Administer public information and community relations programs in accordance with District policies and administrative guidelines, Operating Standards for Ohio Schools, and the provisions of State and Federal law. 2. * Develop a system of print and technology-driven communications with the community, media outlets, and District personnel using local media, approved technologies, and District publications, website, and email. 3. Develop and implement initiatives that engage parents and community members in the educational process and in the support of student learning, achievement, and overall wellbeing. 4. * Promote student achievement and accomplishment in the broad range of academics, athletics, and performance in District instructional programs and extracurricular/co-curricular activities. 5. Provide professional development activities that promote positive school-community relationships and timely communications. 6. Work in conjunction with Pupil Services to promote and support instructional services, programs, and accomplishments of special needs students. 	

7. Cultivate a positive working relationship with print and electronic media in promoting the needs and best interests of the District.
8. * Plan and implement a comprehensive program of internal, as well as external, public relations, District/school publications, and communications.
9. Plan and implement a comprehensive range of District/school events.
10. * Maintain records as required by law, District policy, and administrative guidelines.
11. Coordinate budget preparation and implementation.
12. * Take all necessary and reasonable precautions to protect students, staff, equipment, materials, and facilities.
13. Meet the professional expectations of attendance, suitable attire and decorum, participation in school and District meetings/functions, and support of District initiatives.
14. Respond to specific requests from the Superintendent on matters affecting the community relations program and operation of the District.

Other Professional Expectations:

1. Serve as a role model for students and staff in how to conduct themselves as citizens and as responsible, intelligent human beings.
2. Instill in students and staff the belief in and practice of ethical principles and democratic values.
3. Keep up-to-date and knowledgeable of educational issues and community relations matters.
4. Perform other job functions as assigned.

Additional Working Conditions:

1. Occasional travel and/or evening/weekend work.
2. Occasional operation of a vehicle under inclement weather conditions.
3. Occasional exposure to blood, bodily fluids, and tissue.
4. Occasional interaction among unruly children.

The employee shall remain free of any alcohol or nonprescribed controlled substance in the workplace throughout his/her employment in the District. In addition, the employee shall be free of any substance, prescribed or otherwise, that impairs the employee's work performance or the safety of others while on duty.