

**Anoka-Hennepin Independent School District #11**  
**Job Description**

**Title:** Executive Director of Communications and Public Relations  
**Department:** Communications and Public Relations  
**Reports to:** Superintendent  
**Prepared Date:** July 1, 2022

**SUMMARY OF RESPONSIBILITIES**

Direct the formal communications, public relations, marketing, public engagement strategies and activities of the Anoka-Hennepin School District. The position serves as district spokesperson and creates a favorable public image for the District. This position reports to the Superintendent and serves on the Superintendent's Cabinet.

**DUTIES AND RESPONSIBILITIES**

- Oversee the outcome and performance of the most broadly defined objectives and significant programs or divisions and may serve as a member of the cabinet team. Incumbent will set the strategic direction for significant Department at the District. Oversee the development of programs, and ensures they align with the overall mission and goals of the District.
- Provide advice and counsel to the superintendent, school board, and staff regarding the public relations opportunities and challenges associated with program and policy decisions.
- Keep the superintendent and other administrators informed of key issues that have implications for the district.
- Create and provide leadership for execution of strategic communication plans that support the district's mission, vision, and goals.
- Provide leadership and direction to the superintendent, school board, and staff for referendum levy and bond information campaigns.
- Plan, develop, and manage strategies for assertive, proactive media relations that support the goals and objectives of the District. Direct the writing of new releases and proactive media contacts. Provide advice and counsel to district staff who serve as spokespersons in specific situations and serve as district spokesperson in sensitive and non-routine situations.
- Plan, develop, and direct the district's written publications and electronic communication targeted at staff, students, parents, and community.
- Work closely with superintendent and administrators to ensure accurate and timely information is shared through all appropriate channels, including school board meetings, open house presentations, community newsletter, newsletters, website, social media, brochures, videos, presentations, etc.
- Develop and implement public engagement initiatives that inform district decision making including staff/citizen-based task forces, community surveys, forums, and others.
- Develop and implement specific communication initiatives that build positive relationships between the district and its stakeholders.
- Develop and implement marketing plans to support and strengthen the district's brand and image.

- Provide professional guidance to schools and departments on communication strategies and supervise creation of appropriate communication vehicles including videos, presentations, brochures, briefings, etc.
- Develop, provide, and supervise staff development for administrators and other staff in communication practices.
- Direct responses to inquiries and complaints received by the district from students, parents, community, and school personnel.
- Supervise School Board recognition of students, employees, and public.
- Develop and direct communications for response to crisis and serve as, or directly support designated crisis spokesperson(s).
- Develops linkages and strong cooperative relationships with the city, area agencies, businesses, the chamber of commerce, community members, and other units of government.
- Serve as designated authority for public data not relating to individuals.
- Evaluate communications and public relations programs through solicitation of feedback, both formal and informal.
- Prepare and monitor department budget.
- Member of the Superintendent's Cabinet, the leadership team for the school district.
- Perform such other tasks and assumes such other responsibilities as assigned.

### **SUPERVISORY RESPONSIBILITIES**

Directly supervise assistant director who oversees communications specialists, and communications project assistants. Responsible for overall direction, coordination, and evaluation of the Communications and Public Relations Department. Carry out supervisory responsibilities in accordance with school district policies and applicable law. Duties include interviewing, hiring, and training employees, planning, assigning, and directing work; appraising performance; imposing discipline; addressing complaints, and resolving problems.

### **EDUCATION and/or EXPERIENCE**

Requires Bachelor's degree in Public Relations, Mass Communications, or related area. Masters degree preferred.

Requires ten years in public relations, preferably in an educational setting.

### **PREFERRED EXPERIENCE**

Master's degree in public relations, mass communications, related field; previous experience working with public schools and/or knowledge of the Anoka-Hennepin school community; or equivalent combination of education and experience preferred.

### **CERTIFICATES, LICENSES, REGISTRATIONS**

None

### **KNOWLEDGE, SKILLS & ABILITIES**

Ability to prioritize multiple tasks and schedule time appropriately.

Ability to meet deadlines.

Excellent analytical and critical thinking and judgment skills.

Excellent verbal, written and interpersonal communication skills.

Knowledge of the principles and practices of journalism and media relations.

Proficient in the use of current technology required for the performance of duties, including graphic design, publication/print software, website software/content management systems, and social media platforms.

Knowledge of photography and video production.

Skill in writing promotional and informational publications, reports, presentations, media releases, speeches, fact sheets, and other communications products.

Knowledge of AP Style.

Ability to work as part of a team.

Ability to interact effectively with individuals and groups in a variety of settings, with persons of diverse backgrounds, experiences, and agendas.

Ability to allocate resources within a budget.

Ability to travel between locations during the workday.

Ability to work occasional evenings and weekends.

Ability to maintain regular attendance, which includes completing an assigned day.

### **PHYSICAL DEMANDS**

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; talk; and hear; stand; walk; reach with hands and arms. The employee is occasionally required to lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

### **WORK ENVIRONMENT**

While performing the duties of this job, the employee is occasionally exposed to outside weather conditions, when driving to various sites. The noise level in the work environment is usually quiet, but may be noisy, depending on activities at locations other than the office.