

# **CHIEF COMMUNICATIONS OFFICER**

## **JOB DESCRIPTION**

### **METROPOLITAN SCHOOL DISTRICT OF WAYNE TOWNSHIP**

#### **PERFORMANCE RESPONSIBILITIES**

1. Serve as a liaison between the school district and news media.
2. Supervises, advises, and/or produces news releases.
3. Coordinates and organizes photographic services for the school district.
4. Manages, directs, and produces community and staff publications.
5. Supervises and organizes the printing of district forms and materials.
6. Responds to requests for public information about the school district.
7. Produces videos for district website and other uses.
8. Oversees and produces content for the district's Facebook page and other district social media communications.
9. Oversees and produces content for the home page of the district website.
10. Represents the superintendent at meetings with other agencies, groups, and organizations as directed.
11. Serves as the liaison with community organizations.
12. Provides leadership for marketing the schools and the educational programs of the school district.
13. Establishes building representatives for photographic and information services.
14. Provides summaries of school board meetings.
15. Works with election board for school board elections.
16. Prepares and manages budgets for programs in areas of responsibilities.
17. Maintains archive of newspaper coverage of school events and issues.
18. Reviews flyers and other materials to determine suitability for distribution.
19. Compiles statistics and reports related to demographics; maintains census and demographic information about the school district.
20. Performs other tasks and assumes other responsibilities as the superintendent may assign.