

PINELLAS COUNTY SCHOOL DISTRICT, FLORIDA

PCSB:
Pay Grade: G08 C07

FLSA: Exempt
Administrative PTS

ASSISTANT DIRECTOR, EXECUTIVE MANAGER, STRATEGIC COMMUNICATIONS

REPORTS TO:

Director, Strategic Communications

SUPERVISES:

Manager, TV Operations
Public Information Officer
General Manager, Multimedia Training
Communications Coordinator

QUALIFICATIONS:

Bachelor's degree from an accredited college or university with state certification in Communications, Journalism, Public Relations, Marketing, or related field. Seven (7) years of progressively responsible professional experience in Communications, Journalism, Public Relations, or Marketing. Demonstrated effective oral and written communication skills. Knowledge of media relations and theory, practices, materials, and methods used in communication. Demonstrated ability to target messages to different audiences. Ability to develop and maintain effective working relationships with all levels of employees. Must possess organizational and analytical skills and ability to work both independently and as a member of a team.

PREFERRED:

Master's degree from an accredited college or university with state certification in Communications, Journalism, Public Relations, Marketing, or related field. Experience in communications, public relations or public information with public schools, a large non-profit organization, or a governmental agency. Five (5) years experience in a supervisory or management capacity. Experience with multimedia/audio-video/production and postproduction.

MAJOR FUNCTION

Assists Director, Strategic Communications in the development of a comprehensive internal and external strategic communications plan to support the district's mission, goals and strategic directions. Directs creation and dissemination of external communications materials including but not limited to news reports and story tips for the mass media. Plans, develops and implements ~~a public relations program~~ communications strategies that will increase employee, public and media awareness of district goals and programs.

ESSENTIAL RESPONSIBILITIES

- Assists Director, Strategic Communications in maintaining an effectively and efficiently managed communications office
- Acts on behalf of the Director, Strategic Communications in his/her absence
- Oversees communications team's efforts to build and foster working relationships with members of the public and the media to educate them about district initiatives and activities and to inform them of the district's goals and strategic directions
- Oversees communication team's efforts to identify and support organizational initiatives at the district and school level, directing the development of communications materials and programs to promote and publicize these activities
- Oversees WPDS-TV14 team in its effort to create programming for multimedia platforms including the district's website while monitoring efforts to provide multimedia teaching and learning experiences for staff and students
- Collaborates with WPDS-TV14 team in initiatives associated with multimedia equipment, applications and related technology for use in secondary classrooms and school settings including procurement, installation, measurement of use, maintenance and related processes and work flows

- Takes lead role developing and producing news stories and features for the district's Newsroom WPDS-TV and other platforms
- Assists district staff in recognizing and packaging newsworthy events and pitching them as story ideas to the media
- Oversees the development of fact sheets, talking points, multimedia news reports and other materials for the purpose of educating the public about the district's programs and activities
- Assists the Director, Strategic Communications with production and dissemination of print and electronic communication to internal stakeholders
- ~~Updates and maintains the communication department website, developing web-based documents and graphics to facilitate internal and external communication and to maintain favorable public relations for the school district at large~~
- Oversees the updating, maintenance and measurement of web pages associated with the Office of Strategic Communications including the district's Newsroom in collaboration with the district's webmaster
- Defines, creates, and enforces web site content, policies, and standards; coordinates web standards with departments and schools; researches, identifies, monitors, and evaluates electronic communications tools
- Monitors print and electronic media content including news stories, editorials and letters to the editor
- Uses benchmark or comparison data to measure results in order to improve communication to external stakeholders
- ~~Directs and oversees Communications Coordinator Specialists' efforts to gather and write materials for news releases that inform the media and the public of Pinellas County Public Schools initiatives and activities~~
- ~~Directs and oversees Public Information Officer in his/her efforts to work with the media~~
- ~~Oversees WPDS-TV14 staff to facilitate production and placement of information utilizing print and online resources~~
- Disseminates information concerning district emergencies
- Attends School Board meetings and workshops
- Participates in news conferences
- Performs other related duties as required

TERMS OF EMPLOYEMENT

Salary and benefits shall be paid consistent with the district's approved compensation plan. Length of the work year and hours of employment shall be established by the District.

Performance of the job will be evaluated in accordance with provisions of the School Board's policy on evaluation of personnel.

The above statements are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities and duties required of those in this classification.

HISTORY OF JOB CLASSIFICATION

ISSUED: 12/11 LMCK; BOARD APPROVED: 12/06/11, REVISED FORMAT, TITLE, PAY GRADE, ER, ADA 5/12 LMCK; BOARD APPROVED:

ASSISTANT DIRECTOR, EXECUTIVE MANAGER, STRATEGIC COMMUNICATIONS

WORKING CONDITIONS & PHYSICAL EFFORT:	Seldom Or Never	Monthly	Weekly	Daily	Hourly
1. Lift objects weighing up to 20 pounds			X		
2. Lift objects weighing 21 to 50 pounds	X				
3. Lift objects weighing 51 to 100 pounds	X				
4. Lift objects weighing more than 100 pounds	X				
5. Carry objects weighing up to 20 pounds			X		
6. Carry objects weighing 21 to 50 pounds	X				
7. Carry objects weighing 51 to 100 pounds	X				
8. Carry objects weighing 100 pounds or more	X				
9. Standing up to one hour at a time				X	
10. Standing up to two hours at a time			X		
11. Standing for more than two hours at a time		X			
12. Stooping and bending		X			
13. Ability to reach and grasp objects				X	
14. Manual dexterity or fine motor skills					X
15. Color vision, the ability to identify and distinguish colors				X	
16. Ability to communicate orally					X
17. Ability to hear					X
18. Pushing or pulling carts or other such objects		X			
19. Proofreading and checking documents for accuracy					X
20. Using a computer to enter and transform words or data					X
21. Using various technology tools					X
22. Working in a normal office environment with few physical discomforts					X
23. Working in an area that is somewhat uncomfortable due to drafts, noise, temperature variation, or other conditions	X				
24. Working in an area that is very uncomfortable due to extreme temperature, noise levels, or other conditions	X				
25. Working with equipment or performing procedures where carelessness would probably result in minor cuts, bruises or muscle pulls	X				
26. Operating automobile, vehicle, or van	X				
27. Other physical, mental or visual ability required by the job	X				

Assistant Director, Executive Manager, Strategic Communications – ADM-PTS