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## ROLE OF DIRECTOR OF COMMUNICATIONS

### Background

Guided by the District's mission, vision, values and beliefs, our themes, goals and objectives, the Director of Communications will assist the Superintendent in fulfilling the general and specific aspects of the role description for the Superintendent as defined in the *School Act* and Board policy.

### Procedures

The Director of Communications is directly responsible and accountable to the Superintendent.

The Director of Communications will have specific responsibilities for:

#### 1. Communications

- 1.1 Liaises with the Superintendent and senior leadership to ensure positive District internal and external communications are developed and maintained.
- 1.2 Develops and maintains a media relations plan that includes preparation and evaluation of media releases, and the development of effective media relationships.
- 1.3 Develops, maintains, and implements, as required, a crisis communications plan.
- 1.4 Manages the District's website and social media to ensure both are current and relevant regarding District and school events and activities.
- 1.5 Evaluates school websites to ensure effective and relevant communication with stakeholders.
- 1.6 Initiates and organizes communications training opportunities for the Board, staff, and parents' advisory councils.
- 1.7 Contributes to an organizational environment where positive communications about the District and its schools are a shared responsibility.

#### 2. Community Engagement

- 2.1 Supports the District's community engagement initiatives with particular attention to online engagement.
- 2.2 Supports the maintenance of positive and effective relations with stakeholders.
- 2.3 Participates actively in community affairs to enhance and support the District's mission.
- 2.4 Develops and maintains positive and effective relations with provincial and regional government departments and agencies, when appropriate.

### 3. Promotions/Marketing

- 3.1 Co-ordinates advertising and promotion of District and school programs and events.
- 3.2 Develops and evaluates promotional materials including advertising, media advisories, reports, plans and other documents.
- 3.3 Organizes and implements marketing campaigns aligned with District priorities.

### 4. Organizational Management

- 4.1 Within areas of responsibility, demonstrates effective organizational skills resulting in compliance with all legal and Board mandates and timelines and adherence to Superintendent's directives.
- 4.2 Contributes to a District culture which facilitates positive results, effectively handles emergencies, and deals with crisis situations in a team-oriented, collaborative and cohesive fashion.

### 5. Superintendent Relations

- 5.1 Establishes and maintains positive, professional working relations with the Superintendent.
- 5.2 Honours and facilitates the implementation of the Board's roles and responsibilities as defined in Board policy and encourages staff to do the same.
- 5.3 Provides information which the Superintendent requires to perform his role in an exemplary fashion.
- 5.4 Provides backup support as needed to the Executive Assistant.

### 6. Professional Practices

- 6.1 Demonstrates superior interpersonal, communications and presentation skills.
- 6.2 Models excellent time management skills and an ability to work independently with minimal supervision.
- 6.3 Demonstrates an ability to work in a team oriented, collaborative environment.
- 6.4 Deals effectively with a broad range of stakeholders.
- 6.5 Maintains a professional attitude and appearance.
- 6.6 Exhibits a high level of personal, professional, and organizational integrity.
- 6.7 Demonstrates initiative, creativity, and innovation.
- 6.8 Demonstrates an understanding of and provides support for Board governance structures and District priorities.
- 6.9 Commits to life-long learning and participates in meaningful professional development.



- 6.10 Maintains membership in appropriate professional associations for the benefit of the District's communications needs.

Reference: Sections 22, 65, 85 *School Act*

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