

**CLARKSVILLE-MONTGOMERY COUNTY SCHOOL SYSTEM
CLARKSVILLE, TENNESSEE
JOB DESCRIPTION**

Job Title: Assistant Director of Communications

Department: Central Office

Grade: 2

Job Description

Date Reviewed: December 2010

Reports To: Chief Communications Officer

Purpose of Job

The purpose of this job is to provide support to the Chief Communications Officer in meeting the school system's needs for strategic planning, community involvement, stakeholder engagement, marketing and public relations and forms management. Duties and responsibilities include producing visual solutions and developing marketing strategies to communicate messages for the Clarksville Montgomery County School System, manages web television producer and coordinates with copy center staff to produce projects. Coordinates the use of design, illustration, photography, and typography. Designs art and copy layouts for material to be presented through visual communications media.

Essential Duties and Responsibilities

The following duties are normal for this job. These are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned.

Formulates concepts to design various layouts for the school system under the supervision of the Chief Communications Officer.

Works with Chief Communications Officer to identify communication strategies and develop the creative elements needed to convey messages effectively.

Manages system web television production, overseeing work of in-house producer.

Reviews illustrative material and confers with Chief Communications Officer or individual responsible for presentation regarding budget, background information, objectives, presentation approaches, styles, techniques and related production factors.

Formulates basic layout design concept and conducts research to select and secure suitable illustrative material, or conceives and assigns productions of material and detail to artists and photographers.

Disseminate information to the media, public and school district staff as assigned.

Plan and implement special events for the district and support community events.

Serve as a editor/writer for the school system web site, newsletters, news releases and other publications.

Generate newspaper and web stories to promote the successes of the school system.

When designated, serve as communications liaison between the media and the district.

Prepare and distribute news releases, arrange media interviews and conferences and respond to requests for information.

Communicate strengths of district through speaking engagements and written communication.

Facilitate advisory group and other community meetings and provide answers and feedback to the groups and appropriate school personnel.

Develop communication plans as assigned for district programs and initiatives. Serve as communications designee and/or provide support in crisis situations.

Research information for an assigned project, previous materials used, and gather materials from other school districts and businesses.

Assist in writing draft messages for administrators and reviews proposed messages with the Chief Communications Officer.

Provide oversight of system wide forms and act as liaison with process management.

Manage the ordering, proofing, printing and distribution of school system forms, handbooks and other publications that are produced in the copy center.

Manage the budget account for the copy center and records.

Assist CCO in planning, organizing, and directing internal and external school, community and staff communication programs for the School System.

Responsible for the management of the copy center and secondary support of Information and Records Specialists. Ensuring that records, front desk and copy center duties are handled as efficiently as possible.

Designs art and copy layouts for material to be presented by visual communications media such as but not limited to books, brochures, magazines ads, newspapers ads, web design, and displays.

Determines arrangement of art work and photographs and selects style and size of type, considering factors such as size of project, design, layout, sketches, and method or printing

specified.

Reviews proofs of printed copy for conformance to specifications.

Plans, directs and coordinates the development and distribution of informational material across different types of media.

Writes instructions for final margin widths and type sizes, and submits layout for printing.

Examines layout proofs for quality of printing and conformance to layout.

Studies illustrations and photographs to plan presentation of material, product, or service.

Determines size and arrangement of illustrative material and copy, selects style and size of type, and arranges layout based upon available space, knowledge of layout principles, and esthetic design concepts.

Ensures that communication products effectively deliver message to intended audience.

May prepare illustrations or rough sketches of material according to instructions of client or supervisor.

Gives creative direction for visuals used in events.

Gives direction to photographers/illustrators as far as visual goal in photography and illustration.

Conducts photo shoots in order to attain the proper visual product. Photographs district programs and events for publications and programs.

Coordinates assignments with completion of artwork to ensure that schedules are maintained.

Manages production of a variety of projects. Duties include project planning, workflow management, vendor negotiations, print buying, cost control, quality control, and logistical coordination and press checks.

Must have solid knowledge of four-color printing process, and be able to pre-flight, collect files and archive materials.

Communicates with outside sources, Printers, Photographers, Illustrators and other outside service providers in an intelligent manner to achieve desired effects.

Communicates with inside sources, Printers, Principals, Supervisors and other inside school system employees in an intelligent manner to achieve desired effect.

Relies on extensive experience and judgment to plan and accomplish goals. Leads and directs the work of others.

Answers telephone; provides information; takes and relays messages and/or directs calls to appropriate personnel; returns calls as necessary.

Responds to routine requests for information or assistance from officials, members of the staff, the public or other individuals.

Provides Supervision to copy center. Provides technical assistance to internal copy center to insure proper use of equipment

Additional Job Functions

Performs other duties as required.

Minimum training and Experience Required to Perform Essential Job Functions

Bachelor's degree from an accredited college or university with a degree in public relations, journalism, graphic art & design, communications or related field. Two years of related experience in public relations and/or media work. Previous experience working with Public Schools is preferable. Excellent verbal, written, and interpersonal communication skills. Proficiency with current technology for performance of duties; including graphics design, presentations and publication/print software. Excellent analytical and critical thinking and judgment skills. with at least four years of experience working in graphic design and multi-media or related field. Knowledge of creative software Quark, InDesign, Illustrator, Photoshop, Dream weaver, Acrobat and Microsoft Office.

Knowledge of Job

Has general knowledge of the policies, procedures, and activities of the School System and graphics practices as they pertain to the performance of duties relating to the job of Assistant Director of Communications. Has general knowledge of graphics practices as necessary in the completion of daily responsibilities. Knows how to develop and administer operations and staff plans and objectives for the expedience and effectiveness of specific duties of the department. Knows how to keep abreast of any changes in policy, methods, computer operations, equipment needs, etc. as they pertain to department operations and activities. Is able to effectively communicate and interact with supervisors, members of the general public and all other groups involved in the activities of the department. Is able to assemble information and make written reports and documents in a concise, clear and effective manner. Has good organizational, human relations, and technical skills. Is able to use independent judgment and work with little direct supervision when necessary. Has the ability to comprehend, interpret, and apply regulations, procedures and related information. Has comprehensive knowledge of the terminology, principles, and methods utilized within the department. Has the mathematical ability to handle required calculations. Is familiar with a variety of the field's concepts, practices, and procedures and various computer software programs used in graphic layout and design.

(ADA) MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS

PHYSICAL REQUIREMENTS: Must be physically able to operate a variety of automated office machines which includes various copy machines and related equipment, facsimile machine, calculator, telephone, etc. Must be able to use body members to work, move or carry objects or materials. Must be able to exert up to one hundred pounds of force occasionally,

and/or up to fifty pounds of force frequently. Physical demand requirements are at levels of those for active work. Must be able to stand for long periods of time and tolerate high noise levels.

DATA CONCEPTION: Requires the ability to compare and or judge the readily observable functional, technical, structural, or compositional characteristics (whether similar to or divergent from obvious standards) of data, people, or things.

INTERPERSONAL COMMUNICATION: Requires the ability of speaking and/or signaling people to convey or exchange technical/administrative information. Includes giving assignments and/or directions to co-workers or assistants. Must be able to communicate instructions to individuals possessing varying degrees of computer knowledge.

LANGUAGE ABILITY: Requires the ability to read a variety of informational documentation, directions, instructions, and methods and procedures related to Child Nutrition operations. Requires the ability to write reports with proper format, punctuation, spelling and grammar, using all parts of speech. Requires the ability to speak with and before others with poise, voice control, and confidence using correct English and a well-modulated voice.

INTERPERSONAL COMMUNICATION: Requires the ability of speaking and/or signaling people to convey or exchange administrative information. Includes giving assignments and/or directions to co-workers or assistants.

LANGUAGE ABILITY: Requires the ability to read a variety of informational documentation, directions, instructions, and methods and procedures related to the job of Assistant Director Of Communications. Requires the ability to write reports with proper format, punctuation, spelling and grammar, using all parts of speech. Requires the ability to speak with and before others with poise, voice control, and confidence using correct English and a well-modulated voice.

INTELLIGENCE: Requires the ability to learn and understand basic to relatively complex principles and techniques; to make independent judgments in absence of supervision; to acquire knowledge of topics related to the job of Assistant Director Of Communications.

VERBAL APTITUDE: Requires the ability to record and deliver information to supervisors and officials; to explain procedures and policies; and to follow verbal and written instructions, guidelines and objectives.

NUMERICAL APTITUDE: Requires the ability to utilize mathematical formulas; add and subtract totals; multiply and divide; determine percentages; determine time and weight; and utilize statistical inference.

FORM/SPATIAL APTITUDE: Requires the ability to inspect items for proper length, width, and shape, visually with equipment.

MOTOR COORDINATION: Requires the ability to coordinate hands and eyes in using automated office equipment.

MANUAL DEXTERITY: Requires the ability to handle a variety of items, office equipment, control knobs, switches, etc. Must have the ability to use one hand for twisting or turning motion while coordinating other hand with different activities. Must have average levels of eye/hand/foot coordination.

COLOR DISCRIMINATION: Requires the ability to differentiate colors and shades of color.

INTERPERSONAL TEMPERAMENT: Requires the ability to deal with people (i.e. staff, supervisors, general public, and officials) beyond giving and receiving instructions such as in interpreting departmental policies and procedures. Must be adaptable to performing under minimal stress when confronted with an emergency related to the job of Assistant Director Of Communications.

PHYSICAL COMMUNICATION: Requires the ability to talk and/or hear: (talking -

expressing or exchanging ideas by means of spoken words). (Hearing - perceiving nature of sounds by ear).

ATTENDANCE: A regular and dependable level of attendance is an essential function for this position.

The Clarksville-Montgomery County School System is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the school system may provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer. Signatures below indicate the receipt and review of this job description by the employee assigned to the job and the immediate supervisor.

Employee's Signature

Supervisor's Signature

Date

Date