

BIDDEFORD SCHOOL DEPARTMENT

TITLE: Director of Communications

QUALIFICATIONS:

1. Bachelor's degree or higher in Journalism, English, Communications, Marketing, or other related field.
2. Minimum seven years experience in communications or public relations, with preference for educational or public sector backgrounds
3. Outstanding written/verbal communication and presentation skills
4. Knowledge of communications trends, tools, and best practices, including social/digital media
5. Ability to handle multiple projects, prioritize effectively, and work well under pressure
6. High-level strategic thinker who can translate complex information into clear, concise language
7. Passion for being part of a team-oriented, mission-driven school culture.
8. Valid DOE fingerprinting certification.

REPORTS TO: Superintendent

SUPERVISES: N/A

NATURE OF WORK:

The Director of Communications is directly accountable to the Superintendent. Leads the district's communications and public relations efforts. As Director of Communications, oversees all internal and external communications, public relations, and community engagement for a diverse school district.

PERFORMANCE RESPONSIBILITIES:

1. Develop and execute a comprehensive communications and public relations strategy to promote the district's vision, achievements, and initiatives to internal and external audiences.
2. Serve as the district spokesperson and liaison with media; proactively pitch stories and respond to media inquiries and interview requests.
3. Lead crisis communications planning and response
4. Oversee the district's website, social media channels, printed materials, and other communications collateral to ensure brand consistency, accuracy, and strategic messaging.
5. To foster engagement and support, build relationships with key community stakeholders, including parents, local organizations, elected officials, and more.
6. Develop and disseminate district newsletters, press releases, op-eds, speeches, talking points, presentations, and other communication materials.
7. Analyze metrics and results of communications campaigns and initiatives and provide recommendations for improvement.
8. Managed a team of communications professionals, including graphic designers, writers, videographers, and support staff
9. Oversee communications budget and operations
10. Other job-related duties as assigned by the Superintendent.

PHYSICAL DEMANDS AND WORK ENVIRONMENT:

The physical demands described here represent those that an employee must meet to perform the essential functions of this job successfully. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

The position requires the ability to work in an office setting. Typically, the employee may sit comfortably to do the work. However, there may be some walking, standing, bending, carrying of light items such as papers, books, small parts, driving an automobile, etc. Must be able to lift 25 pounds.

The work environment involves everyday risks or discomforts that require normal safety precautions typical of such places as offices and meeting or training rooms, use of safe work practices with office equipment, avoidance of trips and falls, observance of fire regulations and traffic signals, etc. The work area is adequately lighted, heated, and ventilated.

TERMS OF EMPLOYMENT: Twelve-month year, 180 days. The salary and work year are to be established by the School Committee and Superintendent.

EVALUATION: The performance of this job will be evaluated in accordance with the provisions of the School Committee's policy on the Evaluation of Administrative Personnel.

NOTE: The above job description reflects the general requirements necessary to describe the principal functions or responsibilities of the job identified and shall not be interpreted as a detailed description of all work requirements that may be inherent in the job, either at present or in the future.