

**WINOOSKI SCHOOL DISTRICT**  
**Job Description: Director of Communications**

**Date Approved/Updated:** May 2022

**Location:** Central Office

**Job Group:** Non-Union

**Reports to:** Superintendent

**Summary of Position Responsibilities:** Under the direction of the superintendent, develops, implements, and manages the Winooski School District's (WSD) communication strategy and program. Maintains the District's brand and vision in all messaging by reinforcing the District's commitment to ensuring all students graduate from the District college and career ready and will lead healthy, productive and successful lives and engage with their local and global community. Identifies and promotes the District's brand through reporting of events, programs and services through presentations, print, electronic, and social media messaging, and website management. Facilitates community engagement and stakeholder relations.

- I. Develops, implements, and manages a unified District communication strategy by:
  - o Developing long-term and short-term communication goals consistent with the [WSD Ends Statement](#).
  - o Actively developing, cultivating, and fostering positive relationships and networks with contacts within the media.
  - o Assisting with strategic planning and visioning communication initiatives; budget fliers; special written communications and presentations; digital, electronic, and social media posts.
- II. Coordinates communication plans and initiatives with school administration by:
  - o Maintaining the District's central calendar of events.
  - o Promoting events, programs and services to all stakeholders.
  - o Identifying and reporting on student activities, experiences, and learning opportunities to cultivate interest and participation in District initiatives.
  - o Actively participating in school and community events.
  - o Identifying and applying for relevant grant and funding opportunities in collaboration with the Director of Finance.
  - o Serving as Secretary of the Board for the [Heart of Winooski Foundation](#).
- III. Facilitates community engagement and stakeholder relations by:
  - o Collaborating with the District's multilingual liaisons, school counselors, and community partners to ensure the District's communications are accessible to and representative of our linguistically and culturally diverse community.
  - o Actively developing, cultivating, and fostering positive relationships within the community.
  - o Providing meeting support that includes preparing materials, documents, translation supports, supplies and food if necessary.
  - o Working with Principals, Directors and Family Engagement Coordinator to engage parents of underserved students in developing procedures and practices that support the learning of their children.
- IV. Provides general website content oversight by:
  - o Developing and conveying a district-wide brand for visual, sound, print, electronic and social media marketing.
  - o Managing the District's social media messaging and content including, but not limited to Twitter, Facebook, Linked-In, Google, and YouTube.

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- Ensuring a standard format, unified communication messaging, and content accuracy for the District.
  - Providing technical/communications assistance to staff in order to maintain accurate and updated information on the website.
- V. May perform other duties as assigned.

**Qualification Requirements:** To perform this job successfully, each essential duty must be performed in a satisfactory manner and with awareness of all District requirements and Board policies. The incumbent must have a high degree of interpersonal and communication skills to effectively work as a team member and to work independently. Demonstrated attention to detail, adaptability, organizational and planning skills to manage projects/assignments while meeting timelines is required. Regular attendance in accordance with an established work schedule is required.

**Education and/or Experience:** Bachelor's degree in English, communications, journalism, public relations, or a related field or equivalent related experience. Demonstrated work experience in communications, digital technology, web management, marketing is preferred.

**Supervisory Responsibilities include:** Not applicable.

**Certificates, Licenses, Registrations:** None

**Language Skills:**

- Knowledge of the structure and content of the English language, including the definitions and spellings of words and mechanical considerations of text, such as syntax, grammar, spelling, capitalization, hyphenation, number treatment, use of abbreviations, citation format, correctness of punctuation, and structural consistency, as well as substantive considerations of text, such as presentation and organization, smoothness, elimination of ambiguity, and simplification
- Exceptional written and oral communication skills, including the ability to write business correspondence, newsletters, promotional materials, and procedural manuals/documentation
- Ability to communicate information and ideas in writing in a way that others will readily understand
- Ability to calmly, effectively, and quickly respond to all inquiries and concerns
- Ability to speak clearly so as to be readily understood by others
- Ability to verbally address groups

**Reasoning Ability:** Ability to act on and uphold board policies and administrative procedure, interpret and act on collective bargaining agreements, employment contracts, benefit plans and carrier rules and regulations, make independent judgments, maintain confidentiality and meet deadlines.

**Other Skills and Abilities:**

- Strong organizational skills
- Ability to meet tight deadlines
- Ability to manage multiple, simultaneous projects
- Ability to effectively and meaningfully research a wide variety of topics and incorporate information into communications
- Ability to troubleshoot a variety of basic technical issues with equipment and software
- Ability to learn and implement new software, as necessary
- Strong, positive interpersonal skills

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- High level of accuracy and attention to detail

**Technology Requirements:** Blogging platform (WordPress), Presentation software (Microsoft PowerPoint), Graphic design software (Adobe Illustrator), Desktop publishing software (Adobe Acrobat, Microsoft Publisher), Digital camera, Photo-editing software (Adobe Photoshop, GIMP, etc.), Video camera, Video editing software (Adobe Premiere), Database software (Microsoft Access, online subscription databases, etc.), Electronic mail software (Microsoft Outlook), Word-processing software (Microsoft Word), Social media tools (Facebook, Front Porch Forum, Twitter, etc.), Calculators or accessories, Desktop/laptop computers, Facsimile machines, Photocopiers, Calendar and scheduling software (Outlook), Google (Calendar, Sheets, Forms, Docs), Spreadsheet software (Microsoft Excel), Scanners, Internet browser software

**Physical Demands:**

*The physical demands are typical of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Indicate with the following designations O=occasionally F=frequently or C=constantly for each essential function of the job. Leave blank if it is not essential to the job:*

- |             |              |               |                |                    |                     |
|-------------|--------------|---------------|----------------|--------------------|---------------------|
| O Standing  | O Walking    | C Sitting     | O Lifting      | O Carrying         | O Pushing           |
| O Pulling   | O Climbing   | O Balancing   | O Stooping     | O Kneeling         | O Crawling          |
| O Crouching | O Reaching   | C Handling    | C Fingering    | O Feeling          | F Talking           |
| C Hearing   | O Far Vision | C Near Vision | O Color Vision | O Depth Perception | F Repetitive Motion |

F Eye/Hand/Foot Coordinator

**Physical Effort:** Please indicate on the continuum the requirements of this position:

<i>Sedentary Work</i>	<i>Light Work</i>	<i>Medium Work XX</i>	<i>Heavy Work</i>	<i>Very Heavy Work</i>
Lifts up to 30 lbs. Walks/stands occasionally	Frequently lifts up to 10 lbs. Frequently walks/stands.	Frequently lift/carry up to 25 lbs.	Frequently lift/carry up to 50 lbs.	Frequently lift/carry up to 50 lbs. or more

**Work Environment:**

*The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Indicate with the following designations N=Never O=occasionally F=frequently or C=constantly for each essential function of the job:*

- |                       |                  |                |          |                       |
|-----------------------|------------------|----------------|----------|-----------------------|
| O Exposure to weather | N Extreme heat   | N Extreme cold | O Noise  | N Dust, vapors, fumes |
| F Time constraints    | F Public contact | F Deadlines    | O Travel | F Inside work         |

**Terms of Employment:** Salary or hourly wage and work year to be established by Superintendent.

**Evaluation:** Performance of this job will be evaluated by the Superintendent.

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