

**MUSTANG PUBLIC SCHOOLS**  
**MUSTANG, OKLAHOMA**

<b>TITLE:</b>	Director of Communications
<b>QUALIFICATIONS:</b>	Job experience in the field of public relations and/or experience in news media and a public school setting preferred. Degree in Public Relations, Media/information, Journalism, or School Administration preferred.
<b>SPECIAL SKILLS, KNOWLEDGE, ABILITIES:</b>	Basic communication skills that will lend to exchanging information, giving/receiving information and responding to inquiries. Communicates in clear and grammatically correct English.
<b>REPORTS TO:</b>	Superintendent

**PERFORMANCE RESPONSIBILITIES:**

1. Serves as the information liaison between the total school system and the community at large.
2. Coordinates the operation of the crisis management teams to involve the news media, police department and school system when necessary.
3. Coordinates, prepares and produces all school district publications, brochures, media guides and recruitment information.
4. Defines and provides objectives for the district's public information programs.
5. Maintains a presence in the community, as well as open lines of communication with all community organizations, and provides prompt responses to requests for public information about the district, its policies and programs.
6. Provides current information to the public regarding school operations, activities and programs through the district TV channel, the district Web site and other avenues.
7. Attends all board meetings and prepares news releases about board activities school events, programs and student awards for the media.
8. Serves as the Web master for the district Web site and athletic Web site, ensuring that all resources are up-to-date and accurate.
9. Creates all videos for the Teacher of the Year program, including classroom instruction videos and the banquet compilation video.
10. Coordinates quarterly meeting of the District Communications Committee, an advisory committee devoted to improving the district's communication with all of its audiences.
11. Provides training when requested on media relations, customer service and others.
12. Functions as the first point of contact for the media, coordinates information gathering and arranges necessary interviews.
13. Performs other duties as assigned by supervisor.

**TERMS OF EMPLOYMENT:**

Number of days and compensation based on Board approved support personnel salary schedule and the employee work calendar.

**EVALUATIONS:**

Performance of this job will be evaluated annually by the Superintendent of Schools.

**PHYSICAL DEMANDS:**

Ability to stand, walk, squat frequently.  
Ability to lift up to 10 pounds frequently.

Adopted: 03/08/04

Revised: 10-09-06

Revised: 02-09-09

Revised: 12-8-14

Revised: 6-10-19