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## DIRECTOR – STRATEGIC COMMUNICATIONS AND OUTREACH

### **BASIC FUNCTION**

Under administrative direction and in support of the Board of Education and Superintendent of Schools, lead the creation, development and implementation of the Districts' strategic communications plans and programs, with an emphasis on written communications, digital content, social media and web based strategies; manage staff in providing content in multiple languages; lead development of community outreach programs and calendars of related events; provide project direction, guidance and oversight to ensure the dissemination of accurate information across a variety of district communication mediums.

### **REPRESENTATIVE DUTIES**

*The classification specification does not describe all duties performed by all incumbents within the class. This summary provides examples of typical tasks performed in this classification.*

- Lead development of the District's communications and community outreach plans; oversee creation of a wide variety of district-wide written, digital, web and social media communications, multi-cultural outreach and marketing and public relations materials; consult with key district stakeholders to lead the creation of various print media communication products such as press releases, posters or graphic design, digital media such as web design, videos, social media and related communications. "E"
- Provide consultative services and support to the Superintendent, senior leaders, management and others to ensure accurate and appropriate messaging of district outreach, initiatives and programs. "E"
- Develop story ideas regarding District services, programs, initiatives and special events to be deployed and used throughout multiple communications channels. "E"
- Build communications capacity throughout the district and implement strategic communications initiatives and plans; plan, create, execute and assign various communication projects related to initiatives, programs, events and activities to improve school, and community relations. "E"
- Collaborate and lead communications team, department leadership and internal project leaders to identify, develop and promote opportunities that share district message and positive events. "E"
- Manage programs and oversee staff in the accurate translation and interpretation of print communications into a variety of languages which support non-English speaking and English as a second language students, parents, caregivers and other District stakeholders; ensure District-recorded telephone communications are accurately translated and conveyed through the auto-dial call system. "E"
- Establish and maintain partnerships with internal stakeholders to ensure consistent coverage, unified image and overall communication support; work with internal stakeholders to obtain accurate information and assist with appropriate and timely distribution of information. "E"
- Ensure the accurate and timely delivery of public records as requested; oversee staff, processes, procedures and systems implementation for public records requests. "E"
- Monitor internal communication channels and media reports, determine appropriate responses and keep impacted parties up to date about particular situations. "E"
- Work closely with communications department leadership, colleagues and staff on and across a variety of campaigns, initiatives and programs to ensure united and cohesive messages are delivered throughout the district and community. "E"
- Maintain, develop and implement strategies for expanding communications with students, families and district stakeholders in a richly diverse, multi-ethnic, multi-cultural and multilingual population. "E"

- Oversee content standards, strategies and implementation of district-wide online activity including creative and written content for district and school communications webpages, home pages, news sites and other web pages, as needed. “E”
- Monitor all phases of projects, from conception to delivery, ensuring deadlines are met; evaluate and report on the effectiveness and reach of communication strategies. “E”
- Coordinate special events and lead communication projects concerning the school district; promote awareness surrounding district information or initiatives and share PPS accomplishments, needs and goals. “E”
- Participate in planning and coordinating district programs, media events and press conferences; prepare work plans, strategies for information dissemination, press kits, talking points and related materials; collaborate with communications team and internal project leaders to identify, develop and promote opportunities to share district message and positive events. “E”
- Maintain a working knowledge of significant developments in education and educational policy and new and emergent communications technologies or trends and their uses as vehicles to support communication goals. “E”
- Demonstrate a commitment to the Portland Public Schools Equity Initiative by developing a thorough knowledge and application of the district Racial Educational Equity Policy, Equity in Public Purchasing and Contracting and other board policies; participate in staff development, in-services and trainings related to diversity, equity and inclusion in the workplace and in K – 12 education; model appropriate behaviors; develop, recommend, implement and communicate improvements to school and business practices with awareness and understanding of their impact in a racially and culturally diverse community. “E”
- Supervise the performance of assigned personnel; interview and select employees, assign, monitor and review work, provide corrective counseling and disciplinary actions, as necessary. “E”
- Monitor assigned budgets, approve expenditures in accordance with established policies and guidelines; negotiate or coordinate contracts for designated communication services following PPS Equity in Public Purchasing and Contracting board policy. “E”
- Serve on district committees and lead district initiatives or partnerships as assigned. “E”
- May serve as a back-up for articulating public communications as directed.
- Perform other duties as assigned

*Note: At the end of some of the duty statements there is an italicized “E”, which identifies essential duties required of the classification. This is strictly for use in compliance with the Americans with Disabilities Act.*

### **DISTINGUISHING CHARACTERISTICS OF THE CLASS**

The Director – Strategic Communications and Community Outreach develops and leads strategic communications planning for the district’s management through creation and dissemination of written, social media and web page communications in multiple languages throughout the district. As part of a collaborative leadership team, this employee identifies new opportunities to build relationships with PPS constituents and executes communications strategies that support the mission and work of the PPS schools. This employee is an exemplary writer and innovative thinker in their approach to the dissemination of news, information and community outreach and is adept at working in a fast-paced, multiple priorities environment. This classification differs from the Director of Public Relations by the focus and emphasis on planning and development of written materials, web presence and social media, whereas the public relations assignment emphasis is on immediate and immersing situations, focusing on television, radio, newspaper and similar media sources.

### **EMPLOYMENT STANDARDS**

#### Knowledge of:

Strategic communications planning and execution.

Oregon public records laws.

Digital, web page, social media, content and usability.

Journalistic and speech writing standards for written communications.

The ethnic, cultural, geographic, and socio-economic diversity of the populations served by the District.

Communications media, public relations principles, marketing techniques and public speaking techniques and their most effective uses.

Qualities of political judgment, discretion and confidentiality in the highest degree.

People and project management skills

Word processing, web site, multi-media and presentation softwares.

#### Ability to:

Interpret, explain and apply a variety of complex laws, guidelines, initiatives, policies and procedures.

Communicate complex issues into clear and concise communications.  
Demonstrate innovative thinking in approaching the dissemination of news and information.  
Research and organize complex information; report in clear, concise, accurate language  
Develop story ideas on district services, programs, initiatives and special events.  
Work in a fast paced environment and act judiciously under pressure.  
Work on multiple projects at one time with constantly changing priorities and deadlines.  
Adapt writing style and content for a variety of forums, communications and publications.  
Communicate a culture of equity that is student centered.  
Advocate, model, implement and communicate Portland Public School's Racial Educational Equity Initiative and board policies.  
Develop communication plans, strong partnerships and effective communications strategies for multiple constituents within a richly diverse, multi-ethnic, multi-cultural and multilingual population.  
Operate a variety of office machines, technologies and software.  
Manage and supervise assigned staff, operations and budgets.

**Education and Training:**

A Bachelor's degree in Journalism, Communications, English or a related field is required. Active membership in a recognized print media association such as AAJA, NABJ, NAHJ, SPJ, RTNDA or a similar organization is desirable.

**Experience:**

Five (5) years of experience in journalistic writing, public relations or a related communications discipline, one year of which must include successful experience leading staff or teams is required. Experience working in a large urban school district or complex public organization is highly desirable.

Any other combination of education and experience that would likely provide the required knowledge and abilities may be considered.

**Special Requirements:**

Positions in this classification may require the use of a personal automobile and possession of a valid driver's license.

Work hours will include evening and weekend activities and meetings and employees are required to maintain a flexible schedule. Employees may occasionally receive little-to-no advance notice of change in work hours.

**WORKING CONDITIONS**

*The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Persons with certain disabilities may be capable of performing the essential duties of this class with or without reasonable accommodation, depending on the nature of the disability.*

**Work Environment:** Work is performed primarily in a standard office and school building environment with extensive student, parent and public contact and frequent interruptions.

**Hazards:** Potential conflict situations.

**Physical Demands:** Primary functions require sufficient physical ability and mobility to work in an office setting; dexterity of hands and fingers to operate a computer keyboard and other office equipment; sitting or standing for extended periods of time; kneeling, bending at the waist, reaching overhead, above the shoulders and horizontally to retrieve and store files and supplies; lifting, pushing, pulling and carrying office equipment, supplies and materials weighing up to 25 pounds; repetitive hand movement and fine coordination to use a computer keyboard; hearing and speaking to exchange information in person or on the telephone; seeing to read, prepare and assure the accuracy of documents.

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FLSA: Exempt  
Bargaining Unit: N/A  
Salary Grade: 45

Approval Date: December 12, 2016

*Portland Public Schools recognizes the diversity and worth of all individuals and groups and their roles in society. The District is committed to equal opportunity and nondiscrimination in all its educational and employment activities. The District prohibits discrimination based on race; national or ethnic origin; color; sex; religion; age; sexual orientation; gender expression or identity; pregnancy; marital status; familial status; economic status or source of income; mental or physical disability or perceived disability; or military service.*  
*Board of Education Policy 1.80.020-P*