



FERGUSON-FLOISSANT SCHOOL DISTRICT

Administration Center

8855 Dunn Road
Hazelwood, MO 63042-2212
www.fergflor.org

Human Resource Services

Phone: (314) 687-1930
Fax: (314) 687-1939

Posted: 03/09/2021

Apply online: www.fergflor.org

Application Deadline: 03/19/2021

Director of Communications and Marketing 2021-2022 School Year

JOB SUMMARY/PURPOSE: This position provides leadership, direction and support to the communications and marketing department through strategic communication initiatives that further the educational mission of the Ferguson-Florissant School District. Strengthens district support by all stakeholders by defining and proactively communicating a positive, accurate, and memorable image. Enhances student achievement by contributing to a supportive culture that maintains high expectations for each child and provides support for every student and opportunities to succeed at high levels.

ESSENTIAL FUNCTIONS:

The Director of Communications and Marketing performs the following essential functions:

1. Serves as one of the primary points of contact for District staff initiating work from the District's communications department. This work includes, but is not limited to content development for marketing communications including email, direct mail, marketing, news alerts and releases, graphics, website, social media, etc.
2. Develops communication and marketing plans for District initiatives
3. Reviews all promotional, advertising, and marketing projects to ensure they are completed on time, within budget and with uncompromising quality. This includes opening new projects, concept development, managing creative job list, and final disposition of completed projects.
4. Proofreads all marketing materials, website content, and publications for accuracy, branding, and compliance.

5. Oversees automated communication plans by developing and editing content, scheduling activities, overseeing design, ensuring branding and compliance, securing delivery partners, and creating and analyzing metrics to assess effectiveness and return on investment.
6. Provides research as needed for use in market studies, project needs, and marketing and advertising publications.
7. Coordinates all aspects of District media production including website, social media, video, print, digital, billboard, and other signage messages for campuses and central administration.
8. Works closely with school staff to develop and communicate stories of success through a variety of media
9. Trains staff in effective communication strategies and use of District communication tools
10. Coordinates communication during emergency situations
11. Organizes and implements District-wide events
12. Organizes recognition programs for staff, volunteers, and students
13. Monitors developments in nearby school districts
14. Monitors traditional and social media for information relating to the District

MINIMUM QUALIFICATIONS:

1. Relentless pursuit of excellence
2. Commitment to District's Equity Resolution
3. Bachelor's degree in marketing, English, journalism or other related field; 5 years of experience in professional communications; direct work with news media preferred with demonstrated skills and experience in content marketing and creation of marketing materials

The Ferguson-Florissant School District provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state and local laws. The Ferguson-Florissant School District complies with applicable state and local laws governing non-discrimination in employment in every location in which the district has facilities. This policy applies to all terms and conditions of employment, including, but not limited to, hiring, placement, promotion, termination, layoff, recall, transfers, leaves of absence, compensation, and training. Any inquiries regarding the Ferguson-Florissant School District's compliance with this policy should be directed to the Office of the Superintendent.



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4. Experience in digital advertising and social media preferred.
5. Excellent presentation and writing skills
6. Demonstrated excellence in graphic art/design skills using Adobe Illustrator, Photoshop, and InDesign.
7. Familiar with a variety of the field's concepts, practices, and procedures.
8. Knowledge of K-12 education trends and issues
9. Understand news media cycles and how to successfully "pitch" news
10. Thorough academic and working knowledge of communications theory and practices
11. Exercise mature judgment on sensitive communication issues
12. Ability to think strategically and provide high-level counsel
13. Must possess the following skills and attributes: excellent oral and written communication skills; strong creative, strategic, analytical and organizational planning and leadership skills.
14. Work well under intense deadline pressure and at a fast pace, unsupervised; proven project management skills
15. Ability to handle and supervise multiple projects and processes simultaneously
16. Ability to synthesize quantities of complex information into concise, easy to understand language
17. Appropriately handle sensitive and confidential information
18. Exhibit professionalism at all times
19. Ability to motivate staff and colleagues
20. Proven ability to transform potentially negative information into positive outcomes
21. Creatively identify opportunities to raise the district's visibility with key stakeholders
22. Skilled at prioritizing and multi-tasking
23. Able to work well with individuals at all levels
24. Strong attention to detail

DUTIES/RESPONSIBILITIES:

1. Support the instructional core of student, teacher and content
2. Support and promote the District's equity and anti-racism work
3. Provide strategic counsel to the superintendent of schools, board of education and other administrators in ways that minimize conflict and enhance support of the district
4. Recommend how to best respond during a crisis, such as threatening messages at schools
5. Strengthen district relationships with all audiences in ways that enhance trust and discourage public dissent
6. Cultivate dialogue with families, community groups, the department of family and community engagement, employees, and all stakeholders.
7. Coordinate internal and external communications including employee electronic newsletter
8. Prepare media alerts and news releases
9. Manage media relations Serving as district spokesperson during media interviews or inquiries
 - a. Coordination of news and media tracking service
 - b. Management of regular district publications, both internal and external
 - c. Development of crisis communication and issue management plans
 - d. Photography of students, staff or events for news purposes
 - e. Provision of onsite story assistance to reporters and district staff
 - f. Media preparation and training for district staff.

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- g. Maintains regular contact with reporters
 - h. Cultivates a positive, accessible image with reporters and editors
 - i. Creates and distributes news alerts, releases, and tip sheets to media
10. Maintain district website
- a. Ensuring that website content is current and includes needed information to maintain clear communication with all stakeholders
 - b. Consultation regarding the district's Internet and Intranet services (website) as vehicles for improved communication
 - c. Assisting individual schools with the content and presentation of their respective websites
 - d. Ensuring compliance with ADA and support for families with other home languages
 - e. Advising of periodic updates to the Acceptable Use Policy and documents related to Internet communications with public relations implications
 - f. Annually updating the school district's general information and data report via the Internet as required by the Missouri Department of Elementary and Secondary Education
 - f. Consultation on software purchases, non-technical installations and upgrades as they relate to improved communication
11. Oversees Community Relations, Special Events and Programs
- a. Nominates board and District leaders for local, state, and national awards
 - b. Coordination of Board of Education recognition program
 - c. Planning and coordination of district wide special events or meetings
 - d. Serving as liaison to important community and advisory groups
 - e. Assisting individual schools with planning for building level special events
 - f. Production of scripts and schedules for special events
 - g. Development and distribution of marketing/informational tools for use by schools, realtors and chambers of commerce
12. Oversees Print Communications and Graphic Design:
- a. Develops and creates a variety of graphic design projects including flyers, banners, brochures, logos, large scale projects and others.
 - b. Design, layout and printing of various school and district publications
 - c. Provision of artistic support specific to events, publications and special programs
 - d. Coordination of special photography sessions or services related to visual design
 - e. Management and distribution of completed print jobs to schools and departments
13. Other Duties as Assigned:

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PHYSICAL DEMANDS: (also see Physical Demands Checklist, attached) Walking, Talking, Presentation Set-ups, Stretching, Bending

WORK ENVIRONMENT / CONDITIONS: Office Setting

EQUIPMENT / TOOLS/ MATERIALS USED: Computer, printer, phones

REQUIRED PERSONAL PROTECTIVE EQUIPMENT: N/A

TERMS OF EMPLOYMENT: Assigned to 260 day work calendar; 8 per day; compensation and benefits (Medical, Dental, Vision, Life) as provided by the Board of Education.

*Competitive salary based on experience and education level
2021-2022 School Year*

Complete an online application at www.fergflor.org. Attach the following: letter of interest, resume, copy of current certification and list of five names of references, including addresses, day and evening phone numbers, and email addresses, (including current supervisor). Once your online application is complete, please follow the directions on the website to indicate your interest for this position.

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