



Board of Education of the City of St. Louis
CAREER OPPORTUNITY

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| Position Title: | Executive Director of Communications |
| Payroll/Personnel Type: | 12 Month |
| Job #: | 8637 |
| Reports to: | Superintendent of Schools or Designee |
| Shift Length: | 8 Hour Day |
| Union Eligibility: | Not Eligible |
| Starting Salary: | \$165,000 |

Position Summary:

The Executive Director of Communications for Saint Louis Public Schools is a key figure responsible for managing and enhancing the district's public image and reputation by telling the SLPS Story. As a key member of the Office of Communications & Public Affairs, the Executive Director will ensure that internal communication strategies support a cohesive and well-informed community. The Executive Director is the senior writer and voice of external communications, serves as the principal media liaison and spokesperson, and manages all communications associated with crisis management. Additionally, the Executive Director develops and implements communications strategies highlighting the district's progress through targeted media placements. This position requires occasional evening/weekend work hours and the ability to manage changing priorities in a fast-paced environment.

Essential Functions:

1. Strategic Communication Planning:

- Create effective messaging for diverse stakeholders
- Manage internal communications regarding district initiatives, policies, and events
- Assist in managing the communications budget and allocate resources effectively
- Assist in developing the district's public relations, marketing, and communications strategy
- Exercise good judgment to prioritize media opportunities, and prepare talking points, speeches, presentations, and other supporting material as needed

2. Community Engagement:

- Lead initiatives to increase community involvement in school activities and decisions
- Coordinate community meetings and forums to gather feedback and share information
- Build and maintain public support for public education and the school system in collaboration with key stakeholders
- Create a centralized database where positive school programs, activities, and communications are shared
- Monitor public perception while identifying rising community issues
- Develop strategies to effectively and proactively support community concerns
- Target community members to provide timely information about SLPS events to encourage attendance and participation and capture community involvement
- Have an understanding of Missouri, specifically The Greater St. Louis Area civic, school, community, business, and legislative interests



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3. Crisis Communication:

- Lead the planning and execution of communication strategies tailored for crisis situations
- Direct crisis communication strategies during emergencies or controversial issues
- Ensure timely and accurate dissemination of information to all stakeholders during crisis
- Assist with problem-solving and creative solutions with a student-centered focus
- Establish protocols for rapid response and information dissemination during crisis
- Ensure that the messaging is clear, consistent, and sensitive to the context of the crisis

4. Digital and Social Media Management:

- Oversee the district's digital presence, including the website and social media platforms
- Develop content and strategies to engage audiences online and monitor social media trends
- Utilize multiple channels (e.g., email, social media, press releases, websites) to distribute accurate and timely information
- Create a digital footprint by taking photographs and videos that capture and tells the SLPS Story
- Writes and distributes an electronic newsletter to district staff regarding relevant updates impacting our community
- Uses analytics to create a high-functioning communications environment to enhance digital experiences that build relationships with key stakeholders
- Maintains timely updates to the district's website to ensure timely communication with internal and external stakeholders

Knowledge, Skills, and Abilities:

- Visionary mindset with a belief in the potential of all individuals
- Compelling communicator capable of engaging key stakeholders
- Collaborative and effective at implementing strategic priorities
- Deep understanding of equity, particularly in education
- Open to feedback and capable of implementing it effectively
- Organized and detail-oriented with a focus on precision and accuracy
- Influential leader with the ability to work across various organizational levels



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Experience:

- Demonstrated leadership and team management skills
- Excellent written and verbal communication abilities
- High levels of mental and emotional resilience
- An understanding of K-12 or collegiate level education
- Clear and effective public speaking for community engagements, press briefings, interviews, and presentations
- Strategic decision-making ability regarding communication policies, crisis management, and public relations
- Demonstrated ability to coordinate and execute a variety of tasks simultaneously
- Ability to exercise good judgment, confidentiality, and discretion
- Working knowledge of local, state, and federal government
- Experience with brand development and professional writing
- Proficient in digital communication tools and social media platforms
- Working knowledge of marketing photography, video, graphic design, web, and social media applications and tools, including MS Office Suite, Adobe Creative Suite, and WordPress

Education:

- Bachelor's degree in communications, Journalism, Public Relations, or related field (master's degree preferred)
- Minimum of 7-10 years of extensive experience in communications or public relations, ideally in education, the public sector, or business
- Experience developing a communication or marketing plan with proven results
- Minimum of three years of marketing/communications leadership experience
- Experience supervising, directing, and mentoring the work of others

Physical Requirements:

- Must be physically able to operate a motor vehicle
- Light work usually requires walking or standing to a significant degree
- Must be able to exert up to 10 pounds of force occasionally, and/or a negligible amount of force constantly to lift, carry, push, and pull or otherwise move objects, including the human body
- Must be physically able to operate a variety of equipment including computers, copiers, adding machines, etc.

Working Conditions and Environment:

- Work is routinely performed in a typical interior/office environment
- Very limited or no exposure to physical risk

Disclaimer:

The information contained in this job description is for compliance with the Americans with Disabilities Act (ADA) and is not an exhaustive list of the duties performed for this position. Additional duties are performed by the individuals currently holding this position and additional duties may be assigned.

Review/Approvals:



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Employee

Date

Immediate Supervisor

Date

Human Resources

Date

In connection with hiring for this position the district shall not discriminate against any employee or applicant for employment because of race, religion, color, sex, sexual orientation, age, disability, veteran status or national origin.