

**PINELLAS COUNTY SCHOOL DISTRICT, FLORIDA**

PCSB: 0227  
Pay Grade: C09

FLSA: Exempt  
Administrative

<b>DIRECTOR, STRATEGIC COMMUNICATIONS</b>
<b>REPORTS TO:</b> Superintendent of Schools
<b>SUPERVISES:</b> Public Information Officer General Multimedia Training Multimedia Producers Communications Coordinators Multimedia Coordinators Webmaster Support Staff
<b>QUALIFICATIONS:</b> Bachelor's degree from an accredited college or university in Communications, Journalism, or Public Relations. Five (5) years professional experience in communications, public relations or public information, including experience with public schools, a large nonprofit organization or governmental agency. Demonstrated ability to work with stakeholders including families, governmental agencies and the business community. Demonstrated effective oral and written communication skills, media relations, and knowledge of theory, practices, materials and methods used in communication. Demonstrated ability to target messages to different audiences. Ability to develop and maintain effective working relationships with all levels of employees.  <b>PREFERRED:</b> Master's degree with five (5) years' experience in a managerial or supervisory capacity in the area of Communications or Public Relations. Experience with multimedia/audio-video/production and postproduction.
<b>MAJOR FUNCTION</b>
The Director, Strategic Communications, assists the Superintendent by coordinating and directing communication of strategies, projects and activities of critical importance to the school system to internal and external stakeholders as assigned by the Superintendent. Responsible for planning, developing, implementing and evaluating a comprehensive internal and external strategic communication plan utilizing print and electronic platforms to increase the public's awareness of district goals and significant programs and activities aligned with the district's overall strategic vision, mission, goals and objectives.
<b>ESSENTIAL RESPONSIBILITIES</b>
<ul style="list-style-type: none"><li>• Plans, directs, manages, and evaluates all PCS communications programs, services, and personnel</li><li>• Leads the district's communications team in its efforts to facilitate two-way communication between internal and external stakeholders</li><li>• Serves as the district's primary communications officer, providing information on educational policies, programs and administrative operations</li><li>• Assists the Superintendent in accomplishing the Pinellas County School District's strategic plan by designing, directing, and implementing projects, programs and activities</li><li>• Interacts and collaborates with all district departments in an effort to collect, synthesize and deliver information to all internal and external stakeholders including Pinellas County School Board members, PCS staff, families, community members, and governmental agencies</li></ul>

## DIRECTOR, STRATEGIC COMMUNICATIONS

### ESSENTIAL RESPONSIBILITIES (Continued)

- Facilitates cross-functional problem solving and work between and among schools, work teams and district departments to transmit a unified communication message
- Provides regular updates to PCS staff in regard to critical initiatives and activities utilizing print and electronic platforms
- Serves as the Superintendent's representative and liaison to School Board members, facilitating a two-way flow of information and fulfilling members' requests for information
- Supports School Board members in their linkages to internal and external stakeholders
- Assists region superintendents in their communication efforts to schools in regard to initiatives aligned to the district's strategic plan
- Directs and oversees the flow of information from the district office and schools to ensure open and credible media relations
- Directs production of annual, quarterly and weekly communication to internal and external stakeholders
- Uses benchmark or comparison data to measure results in order to improve communication to internal stakeholders
- Represents the Superintendent at educational meetings and conferences, on standing committees, and on other occasions as assigned
- Attends School Board meetings and workshops
- Participates in news conferences
- Directs communication team during district emergencies
- Serves as a member of the Superintendent's Cabinet
- Performs other related duties as required

### TERMS OF EMPLOYMENT

*Salary and benefits shall be paid consistent with the district's approved compensation plan. Length of the work year and hours of employment shall be established by the District.*

*Performance of the job will be evaluated in accordance with provisions of the School Board's policy on evaluation of personnel.*

*The above statements are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities and duties required of those in this classification.*

### HISTORY OF JOB CLASSIFICATION

ISSUED: 10/09, LMCK; BOARD APPROVED: 10/27/09; REVISED TITLE, MF, D&R, PAYGRADE 11/11 LMCK; BOARD APPROVED: 12/06/11, REFORMATTED AND REVIEWED 11/13 LM; REVISED SUPERVISES AND QUALIFICATIONS 9/14 CH; BOARD APPROVED: 9/23/14

**DIRECTOR, STRATEGIC COMMUNICATIONS**

WORKING CONDITIONS & PHYSICAL EFFORT:	Seldom Or Never	Monthly	Weekly	Daily	Hourly
1. Lift objects weighing up to 20 pounds			X		
2. Lift objects weighing 21 to 50 pounds	X				
3. Lift objects weighing 51 to 100 pounds	X				
4. Lift objects weighing more than 100 pounds	X				
5. Carry objects weighing up to 20 pounds			X		
6. Carry objects weighing 21 to 50 pounds	X				
7. Carry objects weighing 51 to 100 pounds	X				
8. Carry objects weighing 100 pounds or more	X				
9. Standing up to one hour at a time				X	
10. Standing up to two hours at a time			X		
11. Standing for more than two hours at a time		X			
12. Stooping and bending		X			
13. Ability to reach and grasp objects				X	
14. Manual dexterity or fine motor skills					X
15. Color vision, the ability to identify and distinguish colors				X	
16. Ability to communicate orally					X
17. Ability to hear					X
18. Pushing or pulling carts or other such objects		X			
19. Proofreading and checking documents for accuracy					X
20. Using a computer to enter and transform words or data					X
21. Using various technology tools					X
22. Working in a normal office environment with few physical discomforts					X
23. Working in an area that is somewhat uncomfortable due to drafts, noise, temperature variation, or other conditions	X				
24. Working in an area that is very uncomfortable due to extreme temperature, noise levels, or other conditions	X				
25. Working with equipment or performing procedures where carelessness would probably result in minor cuts, bruises or muscle pulls	X				
26. Operating automobile, vehicle, or van	X				
27. Other physical, mental or visual ability required by the job	X				

Director, Strategic Communications – ADM