

Job Title: School Communications

POSITION SUMMARY:

The School Communications position is responsible for the development and implementation of a comprehensive and dynamic communications strategy for the district and serves as the coordinator for all internal and external communications, manages the work of the communications team -- including the website implementation team.

ESSENTIAL FUNCTIONS:

- Communication/Content Generation
- Manage Rhea County's external print and electronic communications
- Manage district web content and support all school webmasters
- Press releases and media pitches including key talking points when appropriate
- District-level social media
- Manage system email by creating/deleting accounts for new, current, and former staff
- Continually keep a finger on the pulse of what's happening in Rhea County Schools to promote students and faculty
- Manage all internal communications including the creation of new personnel email accounts and school distribution groups
- Work with the Director of Schools, Principals, and other administration to best promote Rhea County Schools
- Edit internal/external communications
- Stay current on programs, positioning and marketing and communication strategies developed by peer schools
- Work with the Director of Schools to maintain the vision for the Rhea County Schools' website
- Design web pages as needed using content generated or needs identified by various departments
- Regularly check website to see if there are any pages that are out-of-date, inaccurate or difficult to use

QUALIFICATIONS:

- Bachelor's degree with minimum 5 years education and/or communications experience
- Strong writing and editing skills
- Experience in the design of web-based communications
- Able to work collaboratively with other departments
- Proficiency in Microsoft Office Suite, all social media platforms, and online content management system

Responsibility:

To support the mission of the Rhea County School System and accomplish all assigned tasks/missions effectively and efficiently

Education:

Valid Tennessee teacher's license with appropriate endorsement based on a minimum of a Master's Degree.

Requirement:

This is a certified position.

WORK CONDITIONS:

Normal working environment.

220-day contract.

Reports directly to the Director of Technology and Director of Schools.

Qualifies for the **PROFESSIONAL EXEMPTION** from the requirements of the *Fair Labor Standards Act (FLSA)* regarding overtime. The employee is not entitled to the overtime rate of pay (time and a half) when the employee works over forty (40) hours in the defined work week (from Sunday 12:00 a.m. and continues through the following Saturday at 11:59 p.m.).

***The above statements are intended to describe the general nature and level of work being performed by people assigned to this position. They are not intended to be a complete list of responsibilities, duties and skills required of personnel so assigned.