



ASSISTANT SUPERINTENDENT, MEDIA/COMMUNICATION DEV.

GENERAL RESPONSIBILITIES

Responsible for the development of comprehensive communications campaigns for client departments; the supervision and execution of the partners in education program; the supervision of the system-wide volunteers in education program; maintenance of the school system's web-site; supervision of all schools programming on VBTV; supervision of media relations efforts including a comprehensive media liaison program; development and execution of written communications and crisis communication plans for the school system; production of system-wide publications; execution of internal communications outreaches; and serves as staff to the Education Foundation.

ESSENTIAL TASKS

(These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

- Supervise the development of issues management strategy.
- Work to manage media relations.
- Supervise the development and execution of the department budget.
- Supervise school programming on VBTV.
- Supervise the staff to the Education Foundation.
- Serve on system-wide committees (e.g. Facilities Disposition Committee, Building Utilization Committee).
- Supervise the Web site staff.
- Review and edit department publications, speeches, news releases, etc.
- Handle personnel issues and concerns.
- Supervise the Partner-In-Education and Volunteer-In-Education efforts.
- Handle crisis communications efforts.
- Perform related work as required.

KNOWLEDGE, SKILLS AND ABILITIES

Comprehensive knowledge of the principles, practices and procedures of media, public, and community relations; comprehensive knowledge of school division objectives, procedures and organization; procedures and methods; excellent oral and written communication skills; ability to work with and through School Board members, administrators, teachers and all support staff; ability to conceptualize, initiate, monitor and evaluate new and/or current programs; ability to establish and maintain effective working relationships with school officials, school administrators, teachers, staff and associates.



EDUCATION AND EXPERIENCE

Master's Degree in English, journalism, education, mass communications, or related subjects. Training in crisis/emergency communications. Extensive experience in public relations and communications.

A comparable amount of training and experience may be substituted for the minimum qualifications.

PHYSICAL REQUIREMENTS

None.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential tasks.

SPECIAL REQUIREMENTS

Possession of a valid driver's license.

FLSA status: Exempt	Description: Rev. 6/00
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