



Job Description

Job Title: Executive Director, Public Information & Community Involvement

Supervisor: Superintendent

Position Code:

Pay Grade: 53

Job Classification: Exempt

Contract Length: 245 Days

Job Summary

This position has oversight of communications and community relations. Position will lead the planning and implementation efforts for an effective and innovative information, communication and public relations approach in accordance with the strategic plan. This position will develop and maintain innovative programs to foster community relations while overseeing the dissemination of information about the division to both internal and external audiences. Acts as the spokesperson for the Division as well as an executive advisor to the superintendent in matters of communication, public relations, and engagement.

Essential Duties

1. Assists the Superintendent in planning, developing, and implementing a comprehensive community relations program to ensure consistent messaging with cohesive two-way communication with internal and external audiences.
2. Serves as the School Division's media spokesperson and primary contact for all news media.
3. Develops and manages communication plans for management strategy during crises.
4. Coordinates the division's media resources, including using external and internal television, radio, and print resources to communicate the Division's goals and activities appropriately.
5. Supervises writing, editing, and production of Division newsletters, brochures, and other printed material.
6. Establishes and maintains relationships with business and community leaders, division staff and students, and the community to build awareness and support for school division initiatives and programs.
7. Manages media coverage and ensures successful multimedia utilization during School Board Meetings and School Division activities.
8. Directs the development and maintenance of a community engagement program for two-way communication opportunities with school division families and community members at large.
9. Manages comprehensive communications, public relations, and marketing programs that promote the initiatives and accomplishments of the School Division.
10. Prepares and administers the budget for assigned departments. Authorizes expenditures in accordance with budgetary limitations and division regulations.
11. Assists in preparing scripts, comments, statements, and other materials on behalf of the Superintendent and School Board.
12. Provides advice and guidance to Division departments and schools in developing communications and publications.
13. Manages a cohesive branding program for the Division, departments, and programs.
14. Stays informed of effective communication trends and metrics through data analysis. Determines and recommends the most effective approaches and resources for marketing programs and initiatives.
15. Prepare and administer the department budget.
16. Must plan district events for various recognition programs.
17. Models nondiscriminatory practices in all activities.

(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.)

Other Duties

1. Attends meetings of the school board and prepares such reports for the board as requested.
2. Assists the Superintendent with special projects as requested.
3. Performs any other related duties as assigned by the Superintendent or other appropriate administrator.

Job Specifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities, who are otherwise qualified, to perform the essential functions.

Minimum Qualifications (Knowledge, Skills and/or Abilities Required)

Bachelor's degree required, Master's preferred in journalism, public relations or related field. Excellent communication skills including both oral and written are required. Must possess leadership and supervisory skills necessary for working effectively with people. Experience in writing, editing, production of newsletters, brochures and other printed materials, legislative activities, use of media resources, television, radio and print communications desired. Must possess the ability to establish and maintain effective working relationships with school officials, administrators, staff, parents, and others.

Working Conditions

Duties are performed in an office environment with no unusual physical demands. The physical requirements described herein are representative of those which must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities, who are otherwise qualified, to perform the essential functions.

Supervision Exercised: Assigned Staff

Supervision Received: Superintendent

This job description in no way states or implies that these are the only duties to be performed by this employee. The Community Relations & Legislative Services Director will be required to follow any other instructions and to perform any other related duties as assigned by the Superintendent or appropriate administrator. Newport News Public Schools reserves the right to update, revise or change this job description and related duties at any time.

Approvals:

Supervisor

Date

I acknowledge that I have received and read this job description.

Employee Name (Print)

Signature

Date

08/2025