WINOOSKI SCHOOL DISTRICT
Job Description: Director of Communications and Development

Date Approved/Updated: April 23, 2019

Location: Central Office

Job Group: Non-Union

Reports to: Superintendent

Summary of Position Responsibilities: This position is to work with the Superintendent to identify, develop, and implement strategies in communicating and promoting a positive image of our schools and district as well as the Winooski community through various media and to identify grant and development opportunities in congruence with the district’s Ends Statement. The Director of Communications and Development directly supports the Superintendent with any and all tasks necessary. Work requires a flexible schedule, including early mornings, evenings, and weekends, as necessary.

Essential Duties and Responsibilities:

• Identify and apply for relevant grant and development opportunities to support the Winooski School District’s Ends Statement
• Responsible for all communications that come into or out of the Superintendent’s office
• Provides editing of all school based documents such as monthly newsletter, budget information, memos and more
• Provides meetings support that includes preparing materials, documents, supplies and food if necessary
• Actively develop, cultivate, and foster positive relationships and networks with contacts within the media and within the community
• Serve as a point of contact for media and public inquiries
• Maintain a high level of accessibility, visibility, and accountability in each of the schools
• Develop and implement proactive community outreach strategies and communication programs to enhance the district’s and the community’s reputation and visibility
• Provide frequent and sincere communication to community members by preparing and widely disseminating tailored informational and promotional materials about district- and community-related initiatives to a variety of target audiences through diverse methods, including blogs, e-mail, websites, Facebook pages, Twitter feeds, Instagram, podcasts, videos, Front Porch Forum, Blackboard Connect integrated notification system, local access television, network television, radio programming, newsletters, newspapers, fliers/brochures, press releases, and so on
• Actively seek to highlight and promulgate the district’s and the community’s programs, activities, and achievements
• Write and edit all content for the district’s blog.
• Write schools’ page content for the District Newsletter
• Responsible for composing employee appreciation videos, website videos and new employee training website and videos
• Ensure compliance with FEPRRA legislation

The information contained in this job description is for compliance with the Americans With Disabilities Act (A.D.A.) and is not an exhaustive list of the duties performed for this position. Additional duties are performed by the individual(s) currently holding this position and additional duties may be assigned. The Board reserves the right to waive the essential requirements contained in this job description.
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• Design/create and/or edit a wide variety of written and audiovisual materials
• Regularly identify, learn, implement, and remain current with new communications technologies, strategies, and best practices
• Research topics to facilitate accurate information dissemination
• Develop and deliver presentations
• Train and mentor employees in communications strategies
• Write and maintain a communications plan and communications protocols
• Write and disseminate sensitive emergency communications, as necessary
• Actively participate in crisis preparedness and management efforts
• Identify gaps in communications strategy and develop solutions
• Represent the district in various situations, as required
• Collaborate proactively and extensively within the district and the City of Winooski
• Conduct interviews with students, staff, and community members, as necessary
• Collaborate with state, local, and national organizations, as necessary
• Exhibit commitment to Winooski School District’s Ends Statement

Supervisory Responsibilities include: Not applicable.

Qualification Requirements:
The requirements listed below are typical of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience: Bachelor’s degree in English, communications, journalism, public relations, or a related field or equivalent related experience.

Certificates, Licenses, Registrations: None

Language Skills:
• Knowledge of the structure and content of the English language, including the definitions and spellings of words and mechanical considerations of text, such as syntax, grammar, spelling, capitalization, hyphenation, number treatment, use of abbreviations, citation format, correctness of punctuation, and structural consistency, as well as substantive considerations of text, such as presentation and organization, smoothness, elimination of ambiguity, and simplification
• Exceptional written and oral communication skills, including the ability to write business correspondence, newsletters, promotional materials, and procedural manuals/documentation
• Ability to communicate information and ideas in writing in a way that others will readily understand
• Ability to calmly, effectively, and quickly respond to all inquiries and concerns
• Ability to speak clearly so as to be readily understood by others
• Ability to verbally address groups

Mathematical Skills: Ability to maintain accurate accounting records and preform basic calculations and build formulas.

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Reasoning Ability: Ability to act on and uphold board polices and administrative procedure, interpret and act on collective bargaining agreements, employment contracts, benefit plans and carrier rules and regulations, make independent judgments, maintain confidentiality and meet deadlines.

Other Skills and Abilities:
- Strong organizational skills
- Ability to meet tight deadlines
- Ability to manage multiple, simultaneous projects
- Ability to effectively and meaningfully research a wide variety of topics and incorporate information into communications
- Ability to troubleshoot a variety of basic technical issues with equipment and software
- Ability to learn and implement new software, as necessary
- Strong, positive interpersonal skills
- High level of accuracy and attention to detail

Technology Requirements: Blogging platform (WordPress), Presentation software (Microsoft PowerPoint), Graphic design software (Adobe Illustrator), Desktop publishing software (Adobe Acrobat, Microsoft Publisher), Digital camera, Photo-editing software (Adobe Photoshop, GIMP, etc.), Video camera, Video editing software (Adobe Premiere), Database software (Microsoft Access, online subscription databases, etc.), Electronic mail software (Microsoft Outlook), Word-processing software (Microsoft Word), Social media tools (Facebook, Front Porch Forum, Twitter, etc.), Calculators or accessories, Desktop/laptop computers, Facsimile machines, Photocopiers, Calendar and scheduling software (Outlook), Google (Calendar, Sheets, Forms, Docs), Spreadsheet software (Microsoft Excel), Scanners, Internet browser software

Physical Demands:
The physical demands are typical of those that 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 to perform the essential functions. Indicate with the following designations O=occasionally F=frequently or C=constantly for each essential function of the job. Leave blank if it is not essential to the job:

   O Standing        O Walking        C Sitting         O Lifting       O Carrying       O Pushing
   O Pulling         O Climbing      O Balancing      O Stooping       O Kneeling      O Crawling
   O Crouching       O Reaching     O Handling       O Fingering     O Feeling        F Talking
   C Hearing         O Far Vision   C Near Vision    O Color Vision   O Depth Perception F Repetitive Motion
   F Eye/Hand/Foot Coordination

Physical Effort: Please indicate on the continuum the requirements of this position:

<table>
<thead>
<tr>
<th>Sedentary Work</th>
<th>Light Work</th>
<th>Medium Work XX</th>
<th>Heavy Work</th>
<th>Very Heavy Work</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lifts up to 30 lbs. Walks/stands occasionally</td>
<td>Frequently lifts up to 10 lbs. Frequently walks/stands.</td>
<td>Frequently lift/carry up to 25 lbs.</td>
<td>Frequently lift/carry up to 50 lbs.</td>
<td>Frequently lift/carry up to 50 lbs. or more.</td>
</tr>
</tbody>
</table>

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Work Environment:
The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Indicate with the following designations N=Never O=occasionally C=constantly for each essential function of the job:

<table>
<thead>
<tr>
<th>O</th>
<th>Exposure to weather</th>
<th>N</th>
<th>Extreme heat</th>
<th>N</th>
<th>Extreme cold</th>
<th>O</th>
<th>Noise</th>
<th>N</th>
<th>Dust, vapors, fumes</th>
</tr>
</thead>
<tbody>
<tr>
<td>F</td>
<td>Time constraints</td>
<td>F</td>
<td>Public contact</td>
<td>F</td>
<td>Deadlines</td>
<td>O</td>
<td>Travel</td>
<td>F</td>
<td>Inside work</td>
</tr>
</tbody>
</table>

Terms of Employment: Salary or hourly wage and work year to be established by Superintendent.

Evaluation: Performance of this job will be evaluated by the Superintendent.